

How to Promote a Good Idea and Get a Great Response!

July 26, 2011 by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#)

Nail a Tough Sell by Outlining Your Idea First



You have a great idea, but now comes the hard part: Promotion.

Sometimes selling an idea is harder than the process of coming up with the idea itself. Ideally you'll want to put that idea into motion by creating a dynamic presentation. Your first step? An outline.

You'll need a clear, complete, and concise outline to help you build the best presentation ever - and nail that tough sell.

Paul Kurnit and Steve Lance offer the best insight on this topic in their book *Breakthrough!*. Here, they highlight which questions you need to ask yourself in putting together an outline.

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1. Who are you going to be selling/presenting to?

- How many levels of management are involved?
- Will you have to sell your immediate supervisor first?
- Are there side presentations and allies you need to enlist? (Like the head of research and the chief financial officer. Good call, there; those who could be your biggest allies or enemies.)

2. What are you selling? What's your Big Idea?

(Note: We're not saying you've already come up with the Big Idea—your big Idea at this point is the idea of assembling a team to come up with the Big Idea.)

- What's your rationale for why chasing the development of the idea is such a powerful opportunity and possible business winner?
- Who will you need? Who do you think will be a part of your team?

3. What response are you looking for?

- What does a yes look like?
- What do you need to activate your idea?

4. What's your promise to management?

- How are you going to measure and report your progress?
- What are their approval points? Cut-off points? Be sure to let them know they'll still have control.

Kurnit and Lance also add, "You need your audiences to love the opportunity you're presenting—from the very first page, slide, or opening words. Incite enthusiasm. Start a fire! Build heat. Then, build from there."

Excerpted from Breakthrough! by Paul Kurnit and Steve Lance. Other sources include the [American Management Association](#).

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