



Original & Robust

Robust Idea Worksheet *(based on a presentation by NY Publishing Strategist, Janet Goldstein)*

1. Clarity. Are you able to describe it?

2. A Promise. What is the big benefit connected to your idea?

3. A Hook or Angle. What is unique? What will grab their attention?

4. Constituency. Who is your audience? Are they easy to find?

5. Stickiness. Will people talk about your ideas and share them? Will they internalize it? Will your ideas show up in their work?

6. Brand You. Why you? (Tap into your passion, back-story, experiences-share your evangelism)

7. Urgency. Why now? What makes it relevant now?

For example - connect your work to current events, to new brain science, to whats changing in the world, whats happening in Indy culture etc.

8. Why This. Why this particular product? Is it needed? Do I do it differently? Is it making a contribution? Is it adding to the conversation?

Take some time with the **Robust Idea Checklist** on the next page.



Robust Idea Checklist

Product Idea: _____

Questions	Rate on scale	Notes for improvement
Does this idea excite me?	1 2 3 4 5	
Does it reflect whats important to me?	1 2 3 4 5	
Is it at least 10% unique?	1 2 3 4 5	
Is my style showing up?	1 2 3 4 5	
Am I able to describe it easily?	1 2 3 4 5	
Does it have a “promise”? A transformation for the end user?	1 2 3 4 5	
Does it have a hook or angle or “curb appeal”?	1 2 3 4 5	
Does it have a clear audience?	1 2 3 4 5	
Can you see people excited to share the learning or experience?	1 2 3 4 5	
Is it connected to the times? current events? trends?	1 2 3 4 5	
Is it adding to the conversation? Making a contribution?	1 2 3 4 5	