

TRENDS ASSESSMENT - THE FINAL STEPS

Directions: (Take digital notes on each trend and your thoughts)

STEP 1 : After You've Completed The 5 Trend Profiles...

STEP 2 : Review Each Trend That You Found.

STEP 3 : Think About How The Trend Would Be Used
With Your Target Market?

STEP 4 : Ask Yourself: Will Buying Clients ACTUALLY
value this approach?

STEP 5 : Ask Yourself: Can I easily provide this new
solution?

STEP 6 : Ask Yourself: (or research) Does this solution
exist yet?

STEP 7 : Ask Yourself: Who Has it?

STEP 8 : Ask Yourself: Do I have Access To It?

STEP 9 : Ask Yourself: Is it proven to work? Really?

STEP 10: If Everything Is a GO, then Verify ALL The
Above.

THE BOTTOM LINE: (And Most Important)

Will The Market Actually Love it, and Buy it?

Worst Case Scenario:

It may not be the Grand Slam Future You Hoped for. But, you will have the ability to lead the market into a new solution, that will change things for the better. This will build your market leadership and make you lots of money as well.

FINAL ADVICE:

- 1) Find The Future.
- 2) Create The Future.
- 3) Lead The Market Into The Future.
- 4) "Rinse, and Repeat!" :)

Action Thoughts