



## EXERCISE: Discover the million-dollar product

### 1. From Gift to Goal

ACTIVITY 1: Discover the Gift. (Five 5- Steps to discovering your **Purpose**)

**DONE WELL:** What have you been commended in doing well, complimented in (Something done well, something you are good at)

**DISTURBING:** What imperfections bother you in life and you want them improved, write your fears, doubts, something holding you back (Something disturbing you or you are concerned about)

**DOING:** What skill(s) do you already have or have already developed that serves people, creates a product or service or adds value (Something you are doing- or something you are already equipped in doing)

**DRAWN TO:** What things are you drawn to naturally and are passionate, curious about and brings you joy, fulfilment, energy (Something you are drawn to- attracted to/ fulfilment in)

**DREAM ABOUT:** What aspirations would you execute if resources and time were not a limiting factor (Something you would dare do/ something you dream about)

#### EXAMPLE

*I am good at training*

Write yours.....

I find fulfilment in/while (Helping people become better)

.....

I get excited/ concerned about.....

I already know how to (practical transferable skill or experience) .....

I am gifted at/ good at (*communicating ideas*) .....

..... (*Order and Excellence*) is important to me because.....

I dream about .....



NB: Remember to use the guideline below in identifying the gift

### **ATTRIBUTES OF GODLY PURPOSE**

- God Given (connection to God)
- Gift driven (Talent and skill can elevate and accelerate your skill)
- Directed (Can be honed by commitment and disciplined action)
- Service directed (Can be executed to deliver value, solve a problem or create a product)
- Focused (Is Singular, focused towards one aspect)
- Adaptive and Dynamic (Can be used in variety of ways and applicable over many days)



## 2. State it as a life Goal

ACTIVITY 2: State it as a life goal using the example given below

I am good at *(training)* **(Gift)**....., *(I will )* **(problem-specific)**  
.....*(solve work satisfaction, Job stress, career unhappiness, and unemployment by* ..... *(Deploying gift) (training) (Audience)* .....*(young people and employee)s (Audience)*  
on how to **(Product)**.....discover their gifts, monetize their passion and be paid to do something along their purpose.

## 3. From gift to product through problem.



**PROBLEM** definition -the main objective of life is to live (survival)

A problem is defined as anything that threatens survival threatens life and people will not spare any effort, money, time to threaten it back. No wonder the blood (life) has white blood cells and red blood cells.

Once the white blood cells have dealt with the threats, toxins, the red blood cells look for nourishment.

Problems must not be defined from your own perspective; they are defined from the Audiences perspective.

Example: "I want to solve for you the problem of electricity bills by installing solar." Ask whether your audience has a problem of electricity bills.

### Categories of human problems

1. Financial problems (Conserve them or create them)
2. Resource accumulation – this brings a feeling of safety against uncertainty
3. Time conservation: the brevity of life and the reality of mortality always puts us in a state of wanting to conserve time or make the best use of it.
4. Social Networks (Humans have an intrinsic need to belong and to be connected)
5. Status (Everyone wants to be perceived highly. It is the reason some people buy mac, or merc- they are symbols of status)
6. Desire to be generous (Altruism or making contribution)
7. Desire for meaning.

Man's chief desire is not pleasure but meaning and where life is void of meaning, humans mask the emptiness with pleasure and entertainment.

These problems exist at four different levels.



**Problem:** Barrenness

**External:** A child

**Endogenic:** Belonging, community, acceptance

**Philosophical:** Why should a good African marriage between male and female not have children?

**Problem:** Unemployment

**External:** A job

**Endogenic:** Resource accumulation

**Philosophical:** Why should a hard-working employee not have enough resources to live comfortably? Why should someone give up all his life and time to work and not experience meaning, enjoyment, with family and friends?

**Problem:** Job satisfaction

**External:** Frustrated employees

**Endogenic:** Resource accumulation

**Philosophical:** Increased cost of living (taxes) should not make employees to live from hand to mouth? People should enjoy working because their income meets their needs even in unstable economic times and their work makes them part of something better, where they creatively contribute to upgrading the world. Work should afford us food, safety, meaning, comfort, community.

People buy stuff because of internal problems, companies sell solutions to external problems

A real problem is something that causes internal frustration to your audience and it could be philosophically wrong.

ACTIVITY 3: Now describe the problem you indicated in your life goal using PEEP

**Problem:** .....

**External:** .....

**Endogenic:** .....

**Philosophical:** .....

### Audience

A well-made product does not reach the market place. The market place should look for it. We must craft it in a way that the users will feel a privilege to use it and acknowledge value transferred towards them.

Nobody wants to give you 1000 at the exchange of 100. They will not even be impressed to exchange their 1000 with your 1000. The equation has always to be in the customer's favour. The amount they are paying must be less than what you are giving.

## 4. From problem to Product: (idea)

All products physical or otherwise were once ideas.

A good idea has three attributes:

### 1. Practical

- Specific- You can state the specific steps from idea to dollar, the idea utilizes skills you already have
- Simplified- You can use existing resources
- Solvable -Implementable and feasible.

**Example:** I conduct Teen's conferences teaching them life and coping skills to prevent suicide, rehabilitation

**ACTION:** To ensure your idea or product is practical, describe in a sentence a low maintenance way of how to turn the idea to action within 10 days.

### 2. Profitable

- To you, you can be paid, more than once from same person or from others
- It should make you money (asset) not cost you money (Liability)



ACTION: Describe in a sentence how you will make money from it more than once

**3. Problem solving**

- To the client, solves a problem: What is its primary benefit:

“The relationship between the soil and the farmer is the seed not his need.”

- Turning skills, time, product into a desired product
- It must be profitable to the audience: Feasible: Explain the primary benefit in a sentence (remember nobody wants to exchange a dollar for a dollar, Audience wants more for their dollar, explain the perceived benefit how it will avert any of the seven categories of problems listed in section 3



ACTION: Describe in a sentence how the idea solves a problem

**Ideas to avoid**

Vague- hard to translate into action, not clear about who will pay for it

Vast- Grand No specific skill of implementation

Volatile-Highly unpredictable and high maintenance

Write 3 to 5 ideas and bring to the sessions next week, we will turn them into a product.

1. ....
2. ....
3. ....
4. ....
5. ....

