

Overcome Overwhelm:

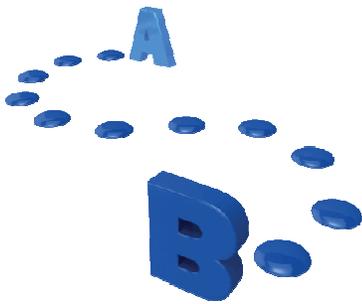
Five Steps to Make Your [Event Idea] Magic



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IDEA SUCCESS
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Program Description: You have an idea for an event that you want, or need, to plan and you've not done this before. Or you have an idea for an event and you've planned one before, yet you'd like to do a better job at planning this time. Either way, you've got other things to do, your event idea adds more considerations, time, and energy to your already-packed life, and you're in overwhelm. Overwhelm = stress = your brain is on "stuck". How do you get out of stuck and into action to bring your event idea to reality?

This program gets you out of "stuck", over overwhelm, through your implementation strategy, and into action so that your event goes off as you envision it to be. From this program you will:

- 💡 Identify your vision and goal (idea) for your event so that you have a focus point that keeps you on track with your desired end result.
- 💡 Discover a system you can apply to your event idea – and future ideas – that gives you structure and accountability for event success.
- 💡 Initiate a technique for gaining clarity about your idea in order to get unstuck from the minutiae of event planning details.
- 💡 Give structure to the details so that you overcome the overwhelm that comes from sweating the "small stuff".
- 💡 View three methods for developing an implementation strategy – your Idea Blueprint[®] – to establish accountability and move into action to convert your concepts to closure and awesome events.

Audio program tracks:

- | | |
|----|---|
| 01 | Program introduction / description |
| 02 | Step 01: Why important; result; which idea; stuck |
| 03 | Step 02: IMPACT [®] overview – system |
| 04 | Step 03: Brain dump |
| 05 | Step 04: Structure |
| 06 | Step 05: Implementation strategies |
| 07 | A-C-T overview |
| 08 | Program review + your action; offer |

My intention for this program is to help you get your *idea* for your event out of your head and move you into action. This is my expertise. Once you are out of "stuck" and "overwhelm" you can move forward to make your idea a reality. You may have to consult event-specific resources for the specifics of planning and implementing your event.

Intended audience: For people new to planning weddings, showers, parties, faith-based rituals, special meals, recognition meetings, and exhibits.

Program components A 100-minute audio program with worksheets and program reference (downloads).

1. This 100-minute audio program w/program reference. (Value: \$147.00)
2. A one-year subscription to Sylvia's bi-monthly Idea Success Notes.
3. Send Sylvia a photo (or photos) of your I-M-P stages (note cards; post-its; mindmap; strategy) following the IMPACT[®] process and she'll give you a 20-minute (max) complimentary phone consultation to answer questions, clarify the process, or help you get unstuck. (Value: \$447.00)



Program Outline

Step 01: Why important to you? Result you want? Where are you stuck?

You have an idea for an event. Yet you're stuck in overwhelm as you consider all the options and decisions you have to make to produce the event.

Tool: Self-Assessment – Program reference

- Should you even have the event?
- What are your criteria for event success?
 - Profit? Results? Recognition or reward? Feelings?
- Tools:
 - +/- list.
 - SWOT analysis
- Tip: Tell the idea to potential collaborators (trusted partners; more experienced with the type of event you're planning; neither negative nor positive – objective opinions)
 - Read body language; cue on verbal signals.
 - Pick the ideas they seem to think will work.

Step 02: IMPACT[©] process overview

Tool: “IMPACT[©]” reference card

IMPACT[©] = a system that gives you structure and accountability.

- Repeatable process.
- Apply to any idea.

Step 03: I = Brain dump. Research. Use scrap book; journal; notebook; electronic file to record details.

Tool: Questions – Program Reference

Helpful questions to ask yourself and others. This is data collection and “get things out of your head” time. Don't edit, judge, or filter the answers at this stage.

Step 04: M = Write (rewrite) details to Post-Its[™] / note cards. Organize.

Tool: Reference sheet – organizational patterns

- Transcribe your journal. Write each detail – each thought, question, and note – onto separate note cards / Post-Its[™].
- Spread them out – on the floor; on a wall or whiteboard; on easel paper.
- Step back (literally) and review your details.
- Add other thoughts and questions that come to mind.
- Walk away (literally) and return to the spread in a few hours or days. Look at it with fresh eyes and mind.
- Anything else come to mind?
- Do you see patterns in the details – details that can be grouped together; re-arranged?
- Physically re-arrange the notes to reflect patterns you see.
- Ask a trusted partner to look at the spread and help you find patterns, relationships, and order in the details.



- Walk away again and return a few hours or days later. Check that the organization still makes sense.
- Save the thoughts and notes that no longer apply to your immediate event idea, yet may be applicable and useable for a future idea. (Remember your journal or scrap book? Save them there.)

Step 05: P = Plot strategy for implementation

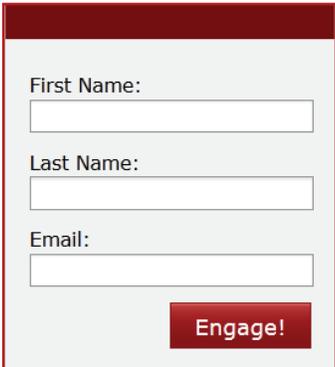
Tool: Worksheets – Program Reference

- Develop your implementation strategy.
 - Icon-based worksheet – explain how to use.
 - Make a time line.
 - Create a calendar with deadlines; people responsible for meeting the deadlines.
- Use an accountability log to track progress.
- Create a checklist of “to dos”.
- Handy to use...electronic tools you can have with you at all times – sync with multiple devices (home computer, smart phone, tablet, cloud – access anywhere, print to paper)
Sylvia recommends:
 - Workflowy.com
 - Evernote.com
 - Onenote.com (Microsoft)
- What’s your “Plan B”? Do you need a “Plan C”?

End: Quick overview of A-C-T. Then review what was covered in the program.

Calls to Action:

1. Send Sylvia a photo (or photos) of your I-M-P stages (note cards; post-its; mindmap; strategy) following the IMPACT[©] process and she’ll provide up to a 20-minute complimentary phone consultation to answer questions, clarify the process, or help you get unstuck.



First Name:

Last Name:

Email:

Engage!

2. Complete your complementary (with this program) subscription to Sylvia’s bi-monthly Idea Success Notes for strategies and tools for implementing your ideas. Confirm your subscription by clicking on the confirmation link in the email you’ll receive after subscribing.





Worksheets & References





Worksheet: What's my idea?

My idea for an event is...

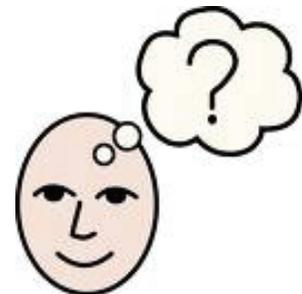
Criteria for success

- Profit
- Results
- Recognition
- Reward
- Ritual
- Pure entertainment

What do I want people to *feel*?

What do I want people to *do*?

What do *I* want from this idea?



Decision Tool: Simplified

Idea01:

Positives +	Negatives -	Considerations / Research

Idea02:

Positives +	Negatives -	Considerations / Research



Decision Tool: SWOT Analysis

Situation - or - Idea	Strengths	Weaknesses
	Opportunities	Threats
Decision: Additional Notes:		



From “In My Head”, to Implementation = IMPACT[®] Process**I** Initiate your idea.*Capture details.*

- Choose the idea with import.
- Apply critical and creative thinking to develop it.

M Mold your message.*Clarify. Structure. Organize.*

- Take inventory of reasons, data, and facts.
- Edit them down to their essence.
- Organize the elements for persuasion.
- Clear it up, write it down.

P Plot your strategy.*Audience – need | want.*

- Use sales strategies to “sell it” (even if it is not for sale).
- Pace yourself: before, during, and after.

A Attention...command it.*Presentation competencies.*

- Assimilate the norms for your organization.
- Interrupt when warranted.
- Redirect if necessary.

C Communicate for action.*Communication competencies.*

- Listen purposefully.
- Employ select verbal and nonverbal techniques.
- Integrate effective presentation skills.

T Terminate assertively.*What do you want them to do?*

- Schedule the next move; make your call for action.
- Make the tone commensurate to the request.
- Be gracious and grateful.

Download your IMPACT[®] reference card from <http://goo.gl/GnrYB>

“My Idea Journal” – download your journal from <http://goo.gl/kqC7H>



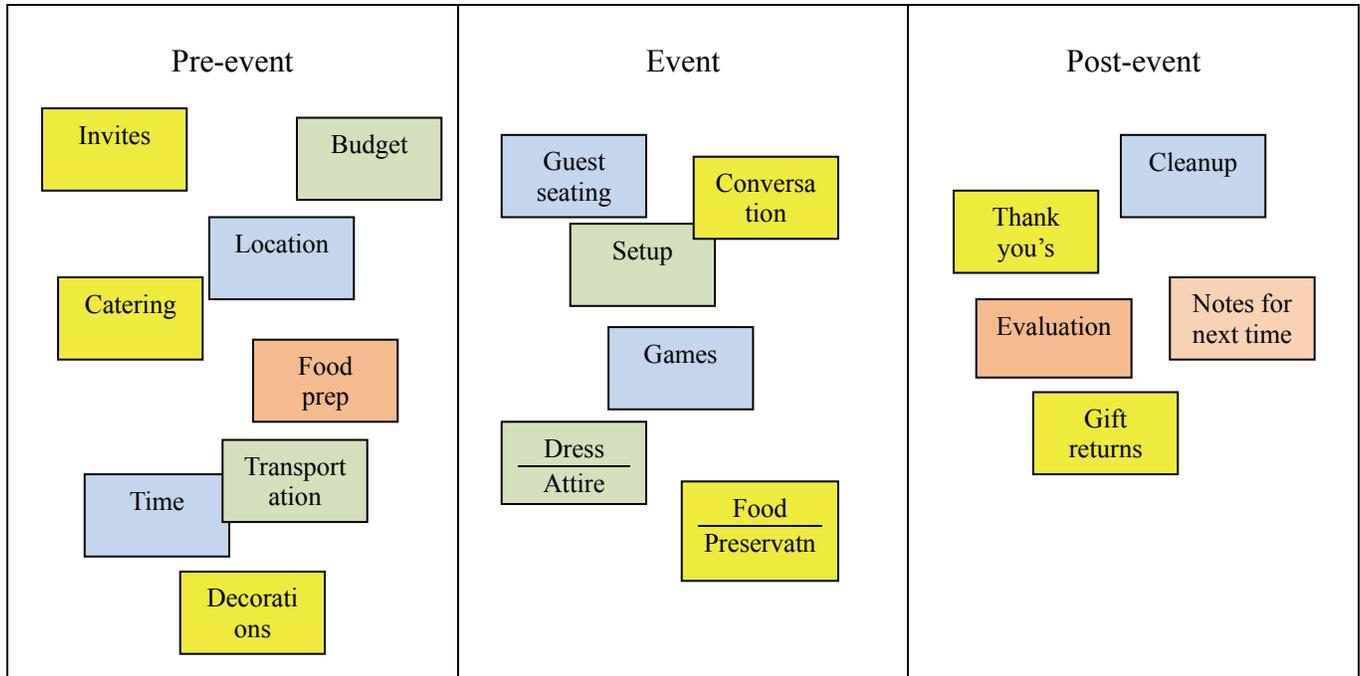
“Brain Dump”: Examples of questions to ask. Record your responses in a journal or notebook.

- How much time will this planning process take?
- What's the order in which I do things?
- Who can help me with this? In what ways?
- Do I need to hire someone to do this for me?
- What professionals do I need to hire? Wedding planner. Party planner. Event / meeting planner. Travel agent. Faith-based or non-faith-based officiant. Photographer / videographer. Florist. Interior decorator. Printer. Musician. Makeup artist.
- Other vendors needed?
- What's my budget?
- What can I barter for?
- When will I hold the event? In season or off season? Weekend or week day? Daytime or evening?
- Where will I hold the event? Location. Venue. Weather @ time of year. Indoor or outdoor? Transportation needs. Travel hub convenience.
- If a legally-binding event (wedding), will it happen in the USA or outside of the USA? Implications for either?
- Will I need special venue logistics?
 - Power outlets readily available? Audio/video? Internet access? Special rigging? Large-equipment access? ADA requirements (mobility challenges)? Large number of bathrooms? Kitchen availability? Large number or special tables & chairs? Microphones? Lecturn? Podium? Dance floor?
- Will people need overnight arrangements? What will they be?
- How many people shall I invite?
- What are the demographics of the group? Young (mobile; healthy). Senior (mobility & health issues)
- How will I invite people – formally or informally?
- Will I have an event theme? What will it be?
- How fancy or how simple will it be?
- What will people eat? Food & beverage. Caterer needed? Outside catering allowed?
- What decorations will I use?
- What did I like about similar events? Dislike? Why?
- Wedding-specific
 - Gift registry
 - Wedding party – make up; clothing
 - Ceremony thoughts
 - Cake
 - Flowers
 - Health-related tests & certificates
- Research
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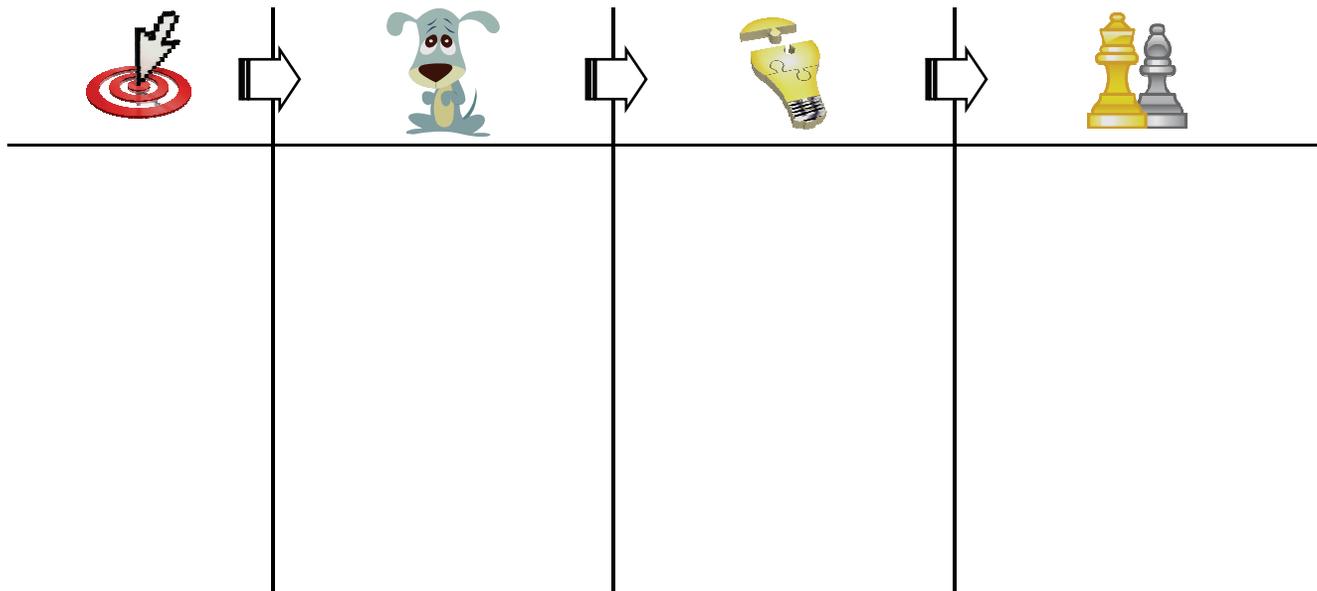


Reference: Organizational pattern typical of an event idea (yours may vary; this is an example, only).

(Whiteboard / easel paper)



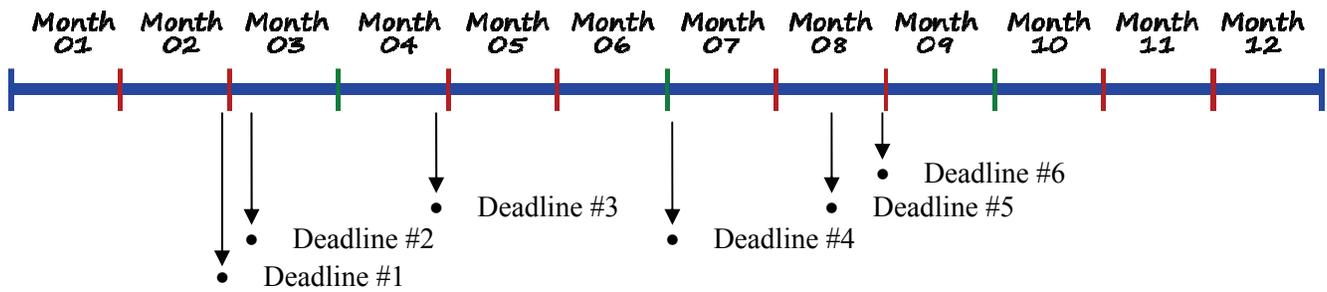
Worksheet: Implementation Strategy



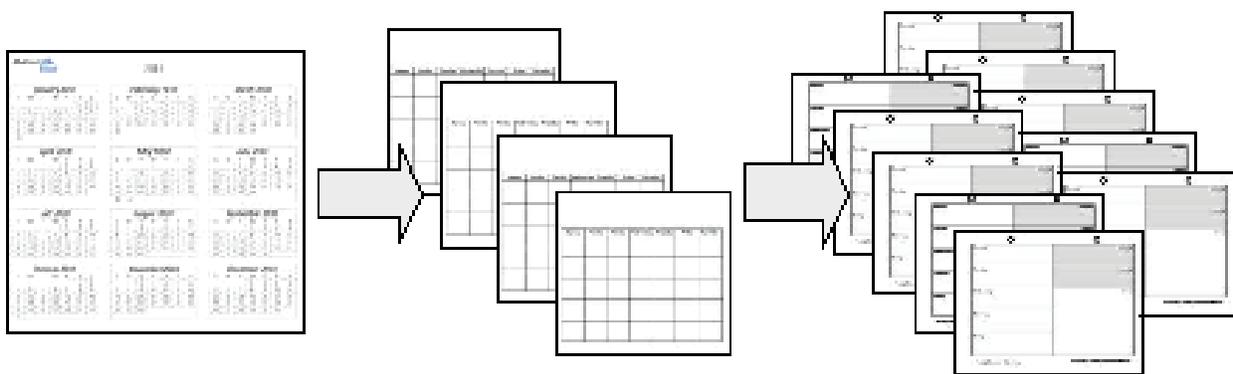
Print a blank Idea Strategy Worksheet from <http://goo.gl/IWYnw>



Implementation Strategy – Time Line



Implementation Strategy – Calendar / Schedule



Implementation Strategy Tracking – Accountability Log

What	Who	By When	Resources / Dependencies	√



About the author: Sylvia Henderson

Sylvia Henderson, Idea Implementation Strategist and Founder of Idea Success Network, helps you position your ideas for profit. She works with you and your team to get clarity, create strategies, take action, and be accountable to your ideas. She offers a comprehensive set of services that include workshops and seminars, coaching, speaking, strategy sessions, special events, and tools and resources to meet your needs and work within your schedule and budget.

Sylvia is an author of multiple books and programs. She is host of a cable television program called “Think About It!” and an Internet broadcast IdeaSuccess.TV that features people who have ideas and implement them, taking action and creating the businesses, organizations, and lives they envisioned with their ideas.

Clients include individuals and teams with businesses or non-profits. Many have home-based businesses, are solopreneurs or “parent-preneurs”, serial entrepreneurs, or are professionals looking at retirement or a different career choice and want to start businesses or create cause-based organizations.

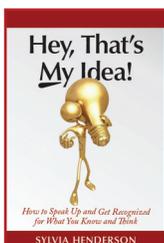
When you are an “ideas person” you typically face one of three top implementation challenges:

- You have too many ideas without enough focus on one (decision collision);
- Life gets in the way and your ideas are set aside for “someday”; or
- You have little time or resources to actually implement the ideas you have.

Sylvia wrote the book “Hey, That’s My Idea!” that details her IMPACT[®] process that provides you with a system for overcoming these challenges and converting your concepts to cash (or a cause you support).

Get the support and access to Sylvia that you need.

- #1: Get 24:7 access to the tools, resources, learning opportunities, and collaborative community Sylvia’s created for you at IdeaSuccessCommunity.com.
- #2: Receive tips and techniques on a regular basis that help you implement your ideas at IdeaSuccessNetwork.com.



Sylvia’s book “Hey, That’s My Idea!” – along with her other books, CDs, DVDs, and products – are available at the online store at IdeaSuccessNetwork.com and at Amazon.com.

Make your IMPACT[®] one idea at a time...and position *your* ideas for profit!





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