

The IT FACTOR STARTER TEMPLATE



IT FACTOR

Your IT factor is what you say, do or show to trigger a lightbulb moment about the value your product or service offers to the customer.



That lightbulb is the moment of understanding the value. What they **feel** about the value is what switches that light on.

Your IT Factor is critical to get right for the following reasons:

- Attention is a scarce commodity, so you need to make sure it's a quick and easy process to trigger that lightbulb moment.
- Your IT Factor is also an opportunity to differentiate your offer. And if you can't differentiate the offer, then find a way to talk about it that is unique.

It is hard to pinpoint precisely what your IT factor is, so this document will help to get you thinking in the right direction.

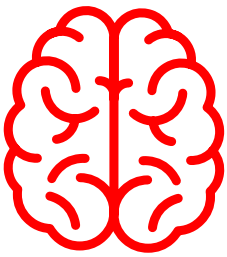


STEP 1

Write down a short description of what it is you do.

STEP 2

Now write down what you do so a 5-year-old will understand it. We're talking about the kid that's never paid attention at nursery.



STEP 3

Now you need to determine the VALUE you offer. The value is not in what you do or how you do it or even all the features of a product, but how it changes people's circumstances for the better. There are only five basic things people want, but what we ultimately want to determine is how your offer makes them feel when it solves a need.

See how many of the five basic needs you think you fulfil. It takes a bit of lateral thinking, so take your time. In the second column you need to write down how you think that need fulfillment will make people FEEL. On page five we've listed some feelings to consider to get you started.



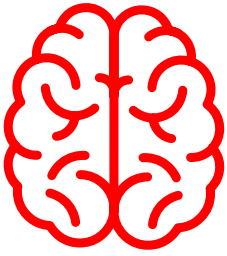
What physical things does your product or service help people to get, protect or strengthen?

These are things like food, air, money, transport, a roof over your head, clothes, etc.

Types of physical things

How it makes them feel?

Types of physical things	How it makes them feel?



What type of knowledge does your product or service help people to get, protect or strengthen?

This is usually any knowledge that will help someone gain access to any of the other needs.

Types of knowledge

How it makes them feel?

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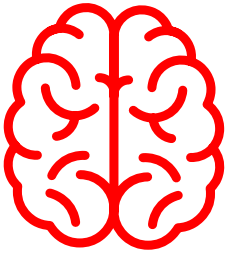
What improved abilities does your product or service help people to get, protect or strengthen?

This is anything that allows someone to apply their knowledge more effectively to gain access to any of the other needs.

Types of abilities

How it makes them feel?

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What types of people does your product or service help people to gain access to?

These are people that can give you access to all the other needs. E.g. Leads give you access to Revenue, and Followers to Status.

Types of people

How it makes them feel

Types of people	How it makes them feel

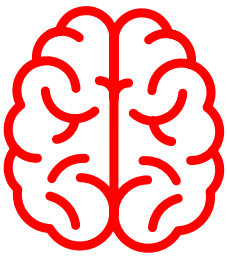


What other positive feelings does your product or service help people to get, protect or strengthen?

This is anything that gives you a sense of achievement, growth, success and safety, and any positive emotional experiences, including feeling entertained.

Types of emotions: How does it makes them feel?

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Here is a list of feelings to consider for the Need Fulfillments above

absorbed	clear headed	enlivened	involved	reliable
accepting	clever	enthralled	joyful	relieved
admiration	close	enthusiastic	joyous	renewed
affected	comfortable	entranced	jubilant	rested
affectionate	comforted	equanimous	keen	restored
alert	compassionate	excited	kind	revived
amazed	concerned	exhilarated	liberated	safe
amused	confident	expectant	lively	satisfied
animated	connected	exuberant	love	secure
anxious	considerate	fascinated	loved	sensitive
appreciative	content	festive	loving	serene
ardent	courageous	fortunate	lucky	snoopy
aroused	curious	free	mellow	spellbound
astonished	daring	friendly	merry	still
at ease	dazzled	frisky	moved	stimulated
attracted	delighted	fulfilled	open hearted	strong
awed	determined	giddy	optimistic	sunny
blessed	devoted	glad	overjoyed	sure
blissful	drawn toward	gleeful	passionate	surprised
bold	dynamic	great	peaceful	sympathetic
brave	eager	grateful	persuaded	sympathy
bright	earnest	happy	playful	tenacious
calm	easy	hardy	pleased	tender
cantered	ecstatic	hopeful	positive	thankful
certain	elate	important	proud	thrilled
challenged	empowered	impulsive	provocative	thrilled
cheerful	enchanted	impulsive	quiet	tickled
	encouraged	inquisitive spir- ited	radiant	touched
	energetic	inspired	rapturous	tranquil
	engaged	intent	reassured	trusting
	engrossed	interested	rebellious	understanding
		intrigued	receptive	unique
		invigorated	re-enforced	vibrant
			refreshed	warm
			rejuvenated	wonder
			relaxed	wonderful



STEP 4

Next, put what you've explained to the five-year-old together with the feelings your product or service evokes.

This is what I do: I ...

... and it makes someone feel ...

As an example, the result we got for WAKSTER was: We [tell stories] and it makes someone feel [connected, inspired and persuaded]

STEP 5

You can now take STEP 4 and write it as a strapline:

Once you have a good strapline it is time to expand the IT-Factor into a 60 second pitch. But remember to make everything about the VALUE your product or service offers and how it will make your customer feel.