

Harvesting Raw Material for E-Bombs

Look at your ideal customers — who will get the most out of your product, who will be happy to pay — and refer back to your Sales Safari research. (Make a new Safari, if you need to!)

What *forms* of edu material do they consume?

(Long posts, link posts, cheat sheets, PDF resources, screencasts, webinars, documentation, slides, micro-sites, code, slide decks, etc?)

On what topics?

(APIs? Making biz decisions? Dealing with problem customers/clients? Marketing? Being productive? Feeling lost?)

What sources of Pain or Money do they worry about or try to improve? What makes them anxious? What keeps them up at night? What are they doing wrong?

Surveying Existing E-Bombs

What E-Bombs are they already loving & sharing?

(Look at specific popular content: is it inspirational? Is it full of facts? Is it lists of resources? What topics?)

What could you do to capitalize on the interest in that popular content?

How could you capitalize on the interest in that content by *doing the opposite*?

(If it's all facts, deliver opinions and stories. If it's dry, deliver personality. If it's got too much personality, get professional. If it's all video, do written. If it's all checklists and process, create a narrative; if it's all narrative, create checklists & process.)