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The
BIG
Idea
BOOTCAMP

WITH
JESS EKSTROM

What change do you want to create?

Imagine you just spoke, what do you want people to...

THINK

FEEL

DO

JOURNAL EXERCISE

What change have you created in your own life?

What change have you helped others create?

What do you wish more people would do differently?

What becomes possible when someone makes that change?

What do you want to be different for people because your work exists?

Your Transformation Promise is what we'll use to build your Framework, but it's also what you'll use for your entire brand of thought leadership (ex. content, books, coaching or whatever you want to build).

TRANSFORMATION PROMISE

After people hear me speak they will _____.

What's your desired outcome? Where are you taking them?

WORD STARTERS

Start

Stop

Choose

Create

Ask

Practice

Share

Lead

Approach

Make

EXAMPLE OF MY TRANSFORMATION PROMISE:

After people hear me speak they will go for it.

OTHER EXAMPLES OF TRANSFORMATION PROMISES:

After people hear me speak, **they will set boundaries without feeling guilty.**

After people hear me speak, **they will take action before they feel completely ready.**

After people hear me speak, **they will make their customers feel seen and understood.**

After people hear me speak, **they will share their ideas more boldly.**



INK IT!

PUT YOUR TRANSFORMATION PROMISE HERE:

After people hear me speak they will

_____.

**Share this with the group when you have it!*

Find Your Core Truth

Take your Transformation Promise. What's getting in the way of them getting there?

WHAT DO THEY CURRENTLY BELIEVE THAT'S KEEPING THEM STUCK?

IMAGINE YOU'RE HAVING COFFEE WITH A FRIEND WHO WANTS YOUR TRANSFORMATION OUTCOME BUT IS EXPERIENCING A BLOCKER. WHAT WOULD YOU SAY?

LIST OUT EVERYTHING PEOPLE NEED TO UNDERSTAND IN ORDER TO ARRIVE AT YOUR TRANSFORMATION PROMISE:

WHAT'S THE CENTRAL THEME OF WHAT YOU WROTE DOWN?

Ex. boundaries are good, confidence comes from action, direct communication is healthy communication...



INK IT!

YOUR CORE BELIEF:

If someone can understand (what's the theme of what you just wrote down), then they can (your Transformation Promise).

Example: If someone can understand that their work impacts humans then they can go for it.

OTHER CORE BELIEF EXAMPLES:

If someone can understand that boundaries protect their energy and their relationships. Then they can set boundaries without feeling guilty.

If someone can understand how small experiments create clarity faster than overthinking. Then they can take action before they feel completely ready.

If someone can understand that empathy shapes every part of the customer experience. Then they will make their customers feel seen and understood.

If someone can understand that their lived experience gives them a perspective no one else can replicate. Then they will share their ideas more boldly.



Make Your Core Belief Memorable

Take your core belief you just did...what's the most memorable way to teach it?

Don't just give information, give it to them in a way they can pull out of a compartment in their brain when they need it.

WHICH FRAMEWORK CONTAINER WORKS FOR YOUR CORE BELIEF?

Test your core belief in multiple different containers to see what works best.

FRAMEWORK TYPE:	HOW TO USE IT	EXAMPLE:
THE RULE	Boil it down to clear instruction.	The 5 Second Rule
THE ANALOGY	Explain it with a picture or comparison	Spotlight → Lighthouse
THE MANTRA	Create a phrase people can repeat to themselves.	Good Inside
THE BELIEF SHIFT	Replace one belief with a better one.	Goals → Systems
THE METHOD	Teach a repeatable process people can follow.	StoryBrand
THE MYTH BUSTER	Challenge conventional wisdom with a useful truth.	Drop the Ball

WHICH 2-3 FEEL LIKE THE BEST FIT?

☐ RULE

☐ ANALOGY

☐ MANTRA

☐ BELIEF SHIFT

☐ METHOD

☐ THE MYTH BUSTER

TRY YOUR CORE BELIEF A FEW DIFFERENT WAYS

You do not need to make every container work. Try a few, then notice which version is easiest to remember and teach.

THE RULE

What's the one instruction?

RULE STARTERS

Before you _____ try _____ .

Every time you _____ , remember to _____ .

If you only do one thing, _____ .

THE ANALOGY

What image or comparison could explain it?

ANALOGY STARTERS

Think of _____ as a _____ .

Imagine you're a _____ , and your job is to _____ .

_____ works the same way as _____ .

THE MANTRA

What phrase could they repeat?

MANTRA STARTERS

Choose _____ over _____ .

I can _____ and still _____ .

_____ before _____ .

THE BELIEF SHIFT

Old belief → New belief

↓

BELIEF SHIFT STARTERS

Old belief: _____ New belief: _____.

Move from _____ to _____.

Swap _____ with _____.

THE METHOD

What are the 2-4 steps?

1. _____	2. _____
3. _____	4. _____

METHOD STARTERS

Before you _____ ask yourself these 3 questions _____.

Diagnose _____ by looking at these 3 signs _____.

When you feel _____ follow this sequence _____.

THE MYTH BUSTER

What do people think now, and what do you believe instead?

MYTH BUSTER STARTERS

Myth: _____ Truth: _____.

We assume _____, when the real issue is _____.

You've been told _____, but actually _____.

WHICH VERSION FEELS MOST MEMORABLE + EASIEST TO TEACH?



INK IT!

FRAMEWORK TYPE I'M USING:

Package Your Framework

IDEAS SPREAD BECAUSE THEY HAVE NAMES.

"Moment to Meaning" → describes a shift.

"The 5 Second Rule" → gives you a simple action.

"Atomic Habits" → creates a picture of small actions creating big change.

"Good Inside" → captures an entire belief in two words.

Take your Framework: Now, let's find the words that make it stick. Use your Container to brainstorm names...

IF YOU CREATED A RULE...

Turn your core instruction into a short, repeatable phrase.

"Let Them"

"Eat the Frog"

"Never Split the Difference"

"The 5 Second Rule"

TRY:

- **[Action]** the **[thing]**
- Never **[action]** the **[thing]**
- Let **[person/thing]** **[action]**
- The **[number]** **[unit]** Rule
- **[Action]** Before **[action]**

MY IDEAS:

IF YOU CREATED AN ANALOGY...

Name the image or object that helps people understand your idea differently.

**Spotlight to
Lighthouse**

The Pickle Jar

The Flywheel

The Arena

MY IDEAS:

TRY:

- The _____
- The _____ Effect
- The _____ Principle
- _____ to _____
- Your _____ Is Like a _____

IF YOU CREATED A MANTRA...

Write the sentence you want people repeating to themselves.

**We Can Do
Hard Things**

Good Inside

**Everything Is
Figureoutable**

**Done Is Better
Than Perfect**

MY IDEAS:

TRY:

- _____ is better than _____.
- You don't need _____ to _____.
- We can _____.
- Everything is _____.
- I can _____ and still _____.

IF YOU CREATED A SHIFT...

Name the movement from the old way of thinking to the new one.

Fixed to Growth**Scarcity to Abundance****Success to Significance****Spotlight to Lighthouse****TRY:**

- _____ to _____
- From _____ to _____
- The _____ Shift
- Less _____.
- More _____.
- Stop _____.
- Start _____.

MY IDEAS:

IF YOU CREATED A METHOD...

Name the process people will follow to create the result.

StoryBrand**Atomic Habits****Bump, Set, Spike****The Purpose Test****The Mic Drop
Keynote Formula****TRY:**

- The _____ Method
- The _____ Formula
- The _____ Test
- The [number]-Step _____.
- [Three action words]
- The [acronym] Method

MY IDEAS:

DAY 4

IF YOU CREATED A MYTH BUSTER...

Name the new truth you want people to believe.

Drop the Ball

**Imposter Syndrome
Is an Asset**

**Confidence Is
Not the Goal**

**Success Needs
a Why**

TRY:

- _____ isn't _____.
It's _____.
- Stop trying to _____.
- You don't need _____.
You need _____.
- What if _____ is actually
_____?
- The problem isn't _____.
It's _____.

MY IDEAS:

TIP

Don't name the topic, name your take on it.

Habits → "Atomic Habits"

Confidence → "The 5 Second Rule"

Parenting → "Good Inside"

Productivity → "Eat the Frog"

Public Speaking → "Spotlight to Lighthouse"

Priorities → "Drop the Ball"

Your topic tells people what you talk about. Your framework name tells them how you see it differently.

NOW TEST YOUR TOP THREE

A strong name passes the 3R Test:

- **Remember:** Could someone recall it tomorrow?
- **Repeat:** Could someone easily tell a friend about it?
- **Relate:** Does it connect clearly to the transformation you promise?

 INK IT!

THE NAME OF MY FRAMEWORK IS:

BONUS! CREATE YOUR FRAMEWORK STATEMENT:

I teach a framework called
[framework name], it helps
people **[transformation]**.

FOR EXAMPLE:

I teach a framework called **Spotlight to Lighthouse**, which helps people **focus more on guiding people rather than how they're being perceived.**

YOU GOT THIS

