




















Cracking the Millionaire Code

Business “WoWing” Form

Whatever your business idea is WOW it as described in Chapter 6 of Cracking the Millionaire Code. This form will help you keep your thoughts focused. Take one business idea and put it through all 21 WOW’s. Ask your team to do this with you. Feel the synergy swell as the unique, exciting and profitable ideas flow. Some will be funny, so laugh, but don’t discount even the ridiculous.

IDEA _____

#	Icon	Action	Question	Result
1		Enlighten it.	How can we enlighten this?	
2		Infinity it.	How can we residualize this?	
3		Multiple stream it.	How can we create additional streams of income from this?	
4	A + B	Combine it	How can we combine this with something else?	
5		Plus it.	What can we add to this?	
6		Subtract it.	What can we subtract from this?	
7		Multiply it.	How can we multiply this?	
8		Exponentialize it.	How can we make this grow exponentially?	
9		Divide it.	How can we divide this?	
10		Minimize it.	How can we make this smaller?	
11		Maximize it.	How can we make this larger?	
12		Focus it.	How can we focus this?	
13		Trend it.	How can we attach this to a trend?	
14		Time it.	How can we improve this timing of this?	
15		Rabbit it.	How can we speed this up?	
16		Turtle it.	How can we slow this down?	
17		Undo it.	How can we undo/reverse parts of this?	
18	@	Connect it.	How can we connect this to something else?	
19		Sex it.	How can we redesign this to appeal to gender?	
20		Yin/Yang it.	How can we attract its opposite?	
21		Recycle it.	How can we make this more “planet-friendly?”	