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**THE
BOOM!**

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How to complete your Movie Poster Template

Success visualised is success realised - unlock your big picture win which I call the Boom! state.

By breaking a movie poster into its component parts, you can create a powerful, memorable symbol of what your Boom! state will be when you hit your goals.

Use the attached template as your guide - it will keep you focussed on the information you need to put in and the format in which to do it.

Start by defining what success looks like for a particular challenge - what will create impact? What will that look like? Why is it important?

Go big - power up - this is your movie. Then, follow this process in order to get to a powerful visualisation of success!

1. First up, name it. You need to create an engaging and impactful name that will stick and make people pay attention to the impact you want to create.
2. Create a provocative visual for it that will stick in your heads - make it stand for something but also make sure it's simple. You can use visuals from design websites for added Boom!
3. Is there a sub-headline that qualifies the story? This is a sentence that helps give more meaning to the movie title i.e. Alien - in space, no-one can hear you scream.
4. Testimonials - what will people be saying about this once you've completed it? What will you have solved? How will they feel towards the business or you? Why will they be happy?
5. Awards and accolades - make these real. Is there something your business is aiming for? Look at all KPIs big and small as well as industry or external recognition that would be meaningful.
6. Headline cast - who helped you. Of course, as this is in the future looking back, you will want to include new partners, people you're not working with yet etc as it makes you focus on them now.
7. Supporting visuals - if you're feeling arty and they help, add them in.
8. Date - choose a meaningful date. Some people choose the kick off of something as a starting point, others choose an end date when it will be live. Choose yours and work to it.

Keep this visualisation close to you as it is a powerful statement of Intent - as you go through this, you and your team/business will use it as filters when it comes to creating ideas to move toward it.

Do this for as many of the questions as you feel you need to.

Remember - ALWAYS GO BIG - this exercise helps you get out of the day to day and really think about what is possible. Flex your ambition. Bring your Boom!



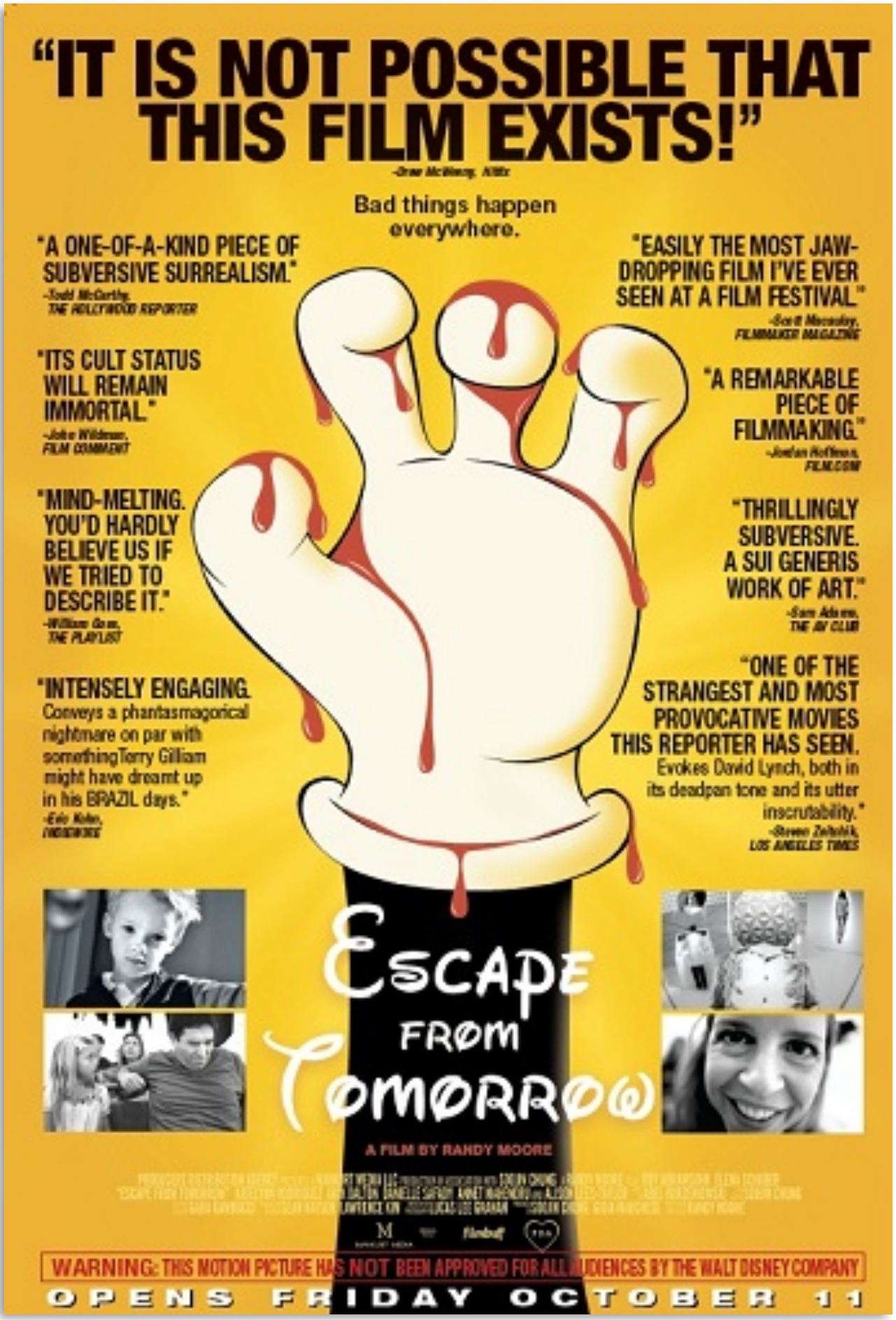
The Template

Eye-catching testimonials

Awards you will win

Supporting visuals

Headline cast



Sub headline

Provocative visual

Movie title

Launch date



Notes and workings

