

HOW TO USE THESE CARDS:

You've got a thing. It might be a business idea, an art idea, a marketing idea, a product, a personal project — whatever. And you want people to share your thing. These cards are filled with angles and approaches to make your thing more shareable.

These cards are designed to be used as an ideation tool. Some of these approaches are tactical, and some are more philosophical. Pick one at random and bang it against your idea. See where it leads. Try stacking a few different approaches together. Not every card will be perfect for every idea, and that's okay.

You can simply flip through and see where your mind goes.

Or, take a facilitated approach.

Get some friends or colleagues together. Deal yourself three cards at a time, and set a timer for 5 minutes.

Come up with as many new ideas as you can, and write each idea down on a single post-it note. Repeat as many times as you want. In only 30 minutes, you'll have a surprising number of new approaches to help make your idea more shareable. Pick your favorites and go make them happen.