

# The **BIG IDEA** Formula

FROM JEFF GOINS

How do you get from a good idea or lesson to a more interesting or engaging idea or lesson? Try using this formula from author Jeff Goins:

Everybody thinks:

But what's **actually** true is:

## Example:

**Everybody thinks** Michelangelo was a starving artist. **But what's actually true** is that he was the wealthiest artist of the Renaissance.

## Your Turn!

Consider an upcoming topic or lesson idea. Try using this formula to update how you'll introduce it:

Everybody thinks \_\_\_\_\_.

But what's actually true is \_\_\_\_\_.