

Facilitation Guide

From Possibilities to Reality: Save Your Small Town with these Uniquely Do-able Ideas, Projects, and Success Stories

This guide will help you lead a group in your community using my book and the Idea Friendly Method.

**The goal: take real, practical steps to bring ideas to life,
right where you live.**

Start with the Idea Friendly Method

Open your book to page 6. Let's talk together about what the Idea Friendly Method means—simple steps, sharing, and action.

Ask your group:

- What small actions could you take today around your ideas?
- You don't have to do everything at once.
- It starts with one action.

For inspiration, I invite you to gift our Idea Friendly video to your group! Just go to www.saveyour.town/gift and click Buy—it's free. Watching it together helps everyone see what's possible.

Begin with What People Want

Whenever I visit a town, I like to ask: "What do you want for your community?" Use this question with your group and really listen. Then, help them move beyond big, vague answers.

If someone says, "We want to be more prosperous," dig deeper. What does prosperity look like here? Maybe it's more businesses in your downtown, new events, or safer parks. Narrow it down so it feels doable.

Find & Support Your Entrepreneurs

Ideas need people to make them happen—local entrepreneurs. Flip to page 102 and read about the Incubator Project. Can your group test a new idea in an empty building, even just for a weekend?

Or, for something smaller, use page 108 to spark plans for a pop-up event where people can try out their ideas without a ton of risk. Entrepreneurship is about starting, even if it's just a little.

Tourism Is Economic Development

Tourism isn't just for the big cities—it's for us, too. Think about nature or the art in town. What hidden gems do you have? Make a list with your group—art walks, fishing, workshops, quirky shops. Start by telling stories as locals: what do *you* enjoy? Work together to spread these stories beyond your community. See page 113 for examples of what happens when you share your story outward.

Book Club: Deepen the Conversation

On page 162, you'll find a Book Club Discussion Guide. Why not work through those ten questions together on your next meeting—or set up a Zoom Book Club at a time that works for your group?

There's real power in discussing how you can apply these ideas.

Share Your Story!

Please, please, please take lots of pictures and share your journey about working through the book. Snap a few on your phone—no need for fancy shots. Real people, real action, real progress.

Email them to me, or text them to 641-580-0103. I love telling the stories of towns using my book to make change.

I often write about the stories people send me and post them everywhere.

Ask Questions

Please, ask questions! I love to answer the book-related questions. Feel free to email deb@buildingpossibility.com

Also, we have a 15-minute free call with anyone who needs more help in their community. This can lead to bringing one or both of us to visit your community, present a webinar, speak at an event, or conference. There's no obligation to do anything more than a 15-minute call!

Thanks,

Deb Brown
Author

www.buildingpossibility.com/buythebook

Have you written an Amazon review yet? I'd love it if you did!

[Here's the link](#)

