



# Use Your Genius to Get You Booked!



March 16  
11:50 - 12:20



**erikCTO**  
CTO | Strategic Advisor



# Use Your Genius to Grow Your Business!

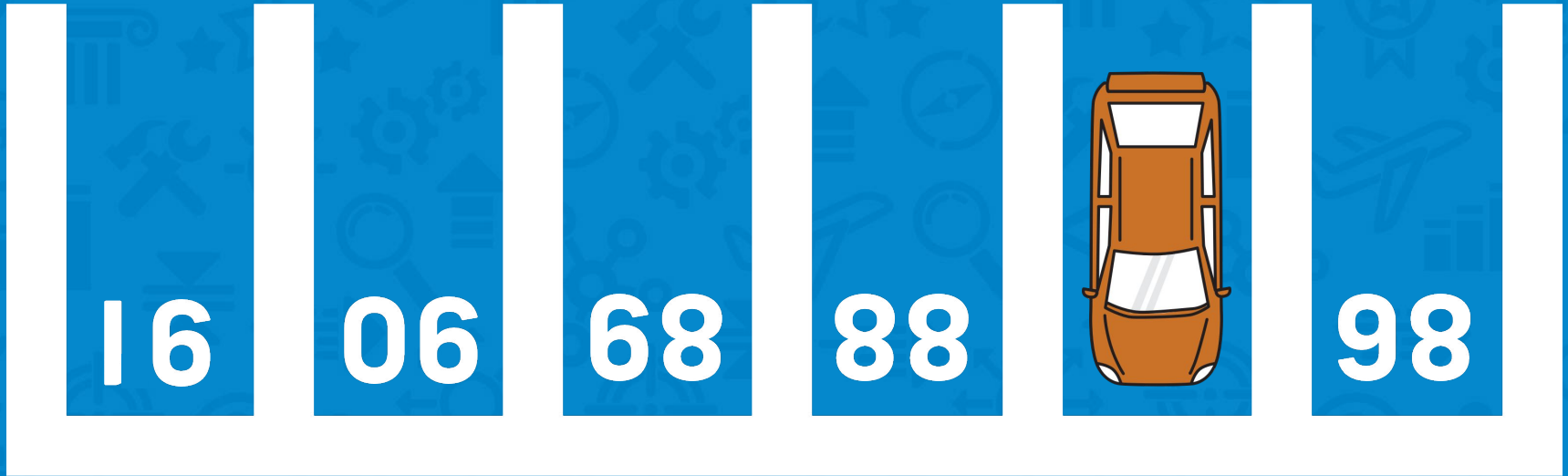


March 16  
11:50 - 12:20



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# WHAT IS THE **NUMBER** OF THE **OCCUPIED** PARKING SPOT?



86



88

89

90

91

**SOMETIMES WE NEED**  
**A DIFFERENT PERSPECTIVE (-:**



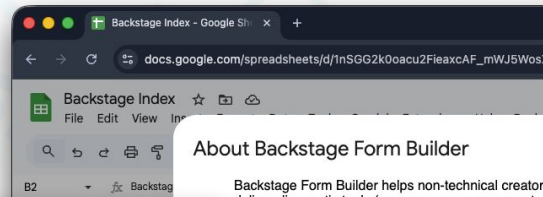
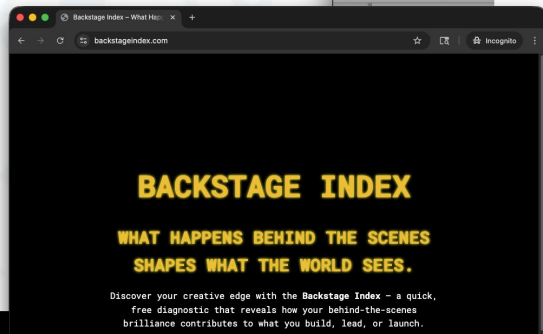


New Orleans, LA  
April 2025

# the backstory

where all this originated

Two Cohorts  
May/June 2025



## About Backstage Form Builder

Backstage Form Builder helps non-technical creators deliver diagnostic tools (e.g., surveys, assessments, using Google Sheets, Forms, and Apps Script, store Google Drive (this is not a SaaS product or a subscription service).

The tool is a no-code/low-code workflow for creating surveys, scoring responses, sending personalized email responses, and visualizing insights with pivot tables and charts.

The tool is actively used in workshops and training programs, enabling coaches, consultants, and speakers to launch a product with ease and repeatability in a ridiculously short period of time.

You're welcome to remix, extend, or adapt this sheet to suit your workflow.

### Get Set Up

After copying this file to your own Google Drive, we recommend:



Las Vegas, NV  
May 2025



# WHAT WE LEARNED / WHAT WE'LL COVER



**IDENTITY**

*YOUR UNIQUE  
GENIUS*



**INTELLIGENCE**

*TOOLS AND TECH  
(HUMAN + AI)*



**ITERATION**

*GROW MUSCLE +  
COLLABORATE*



**IMPACT**

*MEASURE AND  
MULTIPLY*





## your unique genius

What is your **proprietary asset**?

What **sets you apart** in the marketplace?

What is **unique** about you?

- *books*
- *courses*
- *video series*
- *service credit*





## Carolyn's Index:

The Irresistibility Index™ is Carolyn Strauss's **proprietary assessment** that reveals how compelling you and your organization are to the people you want to **influence**.

It pinpoints the **behaviors and signals** that make customers, colleagues, and partners instinctively lean in and say, **"I want that."**



# key questions:

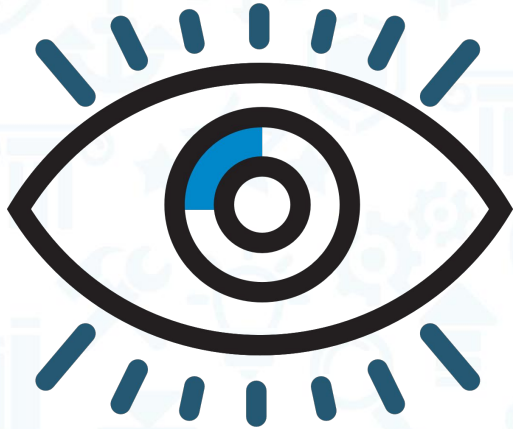
1/ what **problem(s)** do you **solve** ...  
... in your **unique** way?

2/ what **solution(s)** do you **deliver** ...  
... for **your client(s)**?

... for your **team(s)** ...

... for your **community(ies)** ...



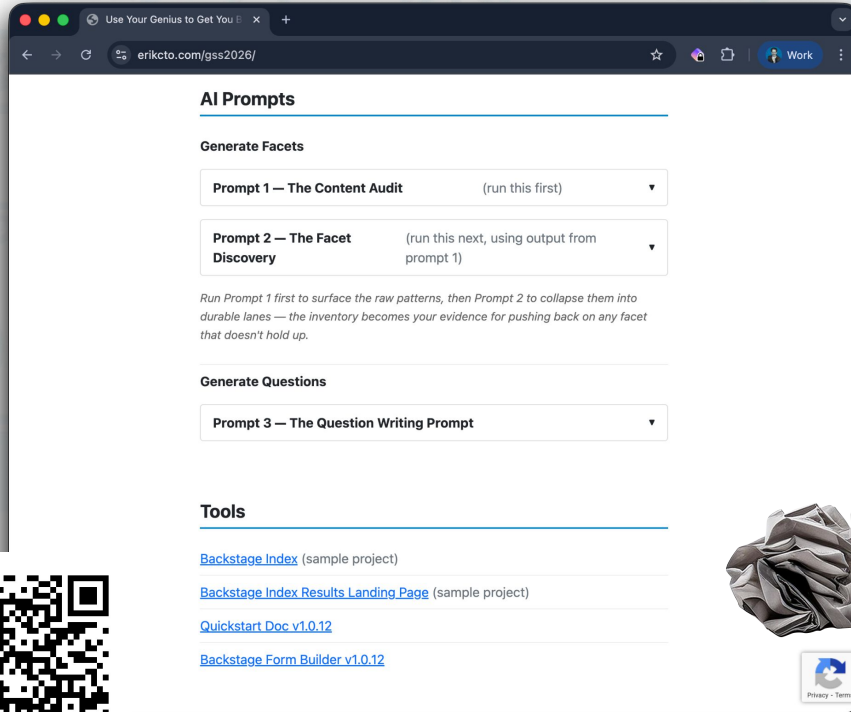


# building the survey

**Organize** into 4-5 categories (**Facets**)

**Measure** current state (**Assertions**)





Use Your Genius to Get You

erikcto.com/gss2026/

### AI Prompts

#### Generate Facets

Prompt 1 — The Content Audit (run this first)

Prompt 2 — The Facet Discovery (run this next, using output from prompt 1)

*Run Prompt 1 first to surface the raw patterns, then Prompt 2 to collapse them into durable lanes — the inventory becomes your evidence for pushing back on any facet that doesn't hold up.*

#### Generate Questions

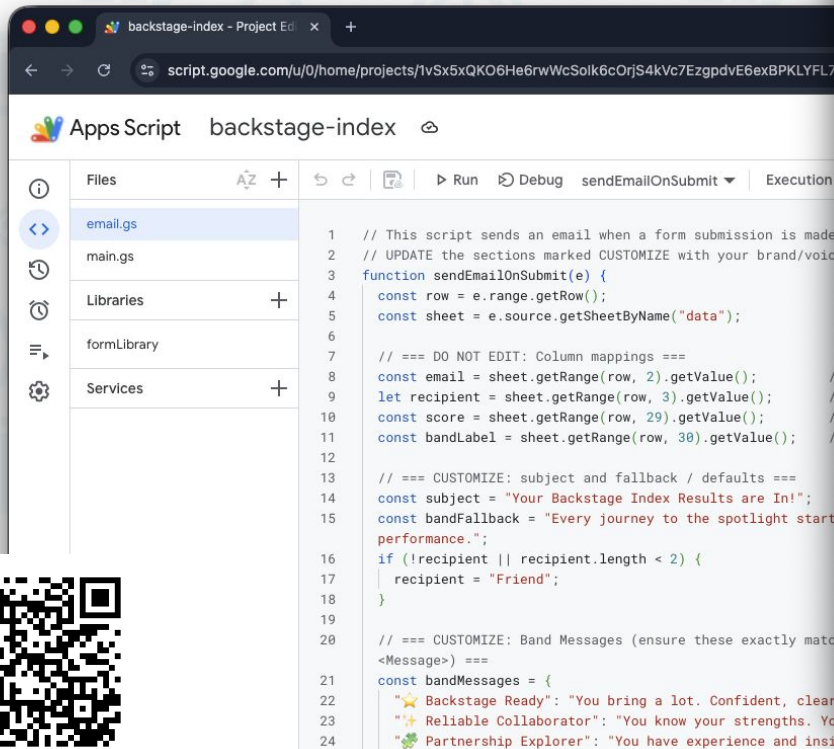
Prompt 3 — The Question Writing Prompt

### Tools

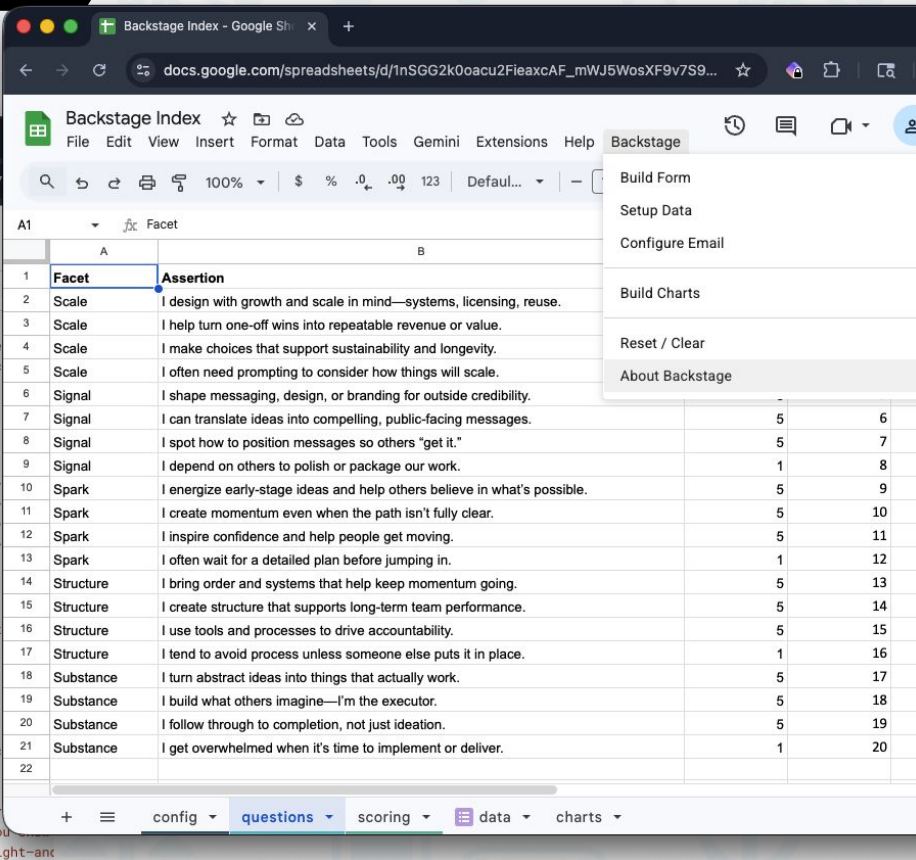
- [Backstage Index](#) (sample project)
- [Backstage Index Results Landing Page](#) (sample project)
- [Quickstart Doc v1.0.12](#)
- [Backstage Form Builder v1.0.12](#)

Privacy - Terms





```
1 // This script sends an email when a form submission is made
2 // UPDATE the sections marked CUSTOMIZE with your brand/voice
3 function sendEmailOnSubmit(e) {
4   const row = e.range.getRow();
5   const sheet = e.source.getSheetByName("data");
6
7   // === DO NOT EDIT: Column mappings ===
8   const email = sheet.getRange(row, 2).getValue();
9   let recipient = sheet.getRange(row, 3).getValue();
10  const score = sheet.getRange(row, 29).getValue();
11  const bandLabel = sheet.getRange(row, 30).getValue();
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19  }
20
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23  const bandMessages = {
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25    "Reliable Collaborator": "You know your strengths. You
26    "Partnership Explorer": "You have experience and insight-an
```



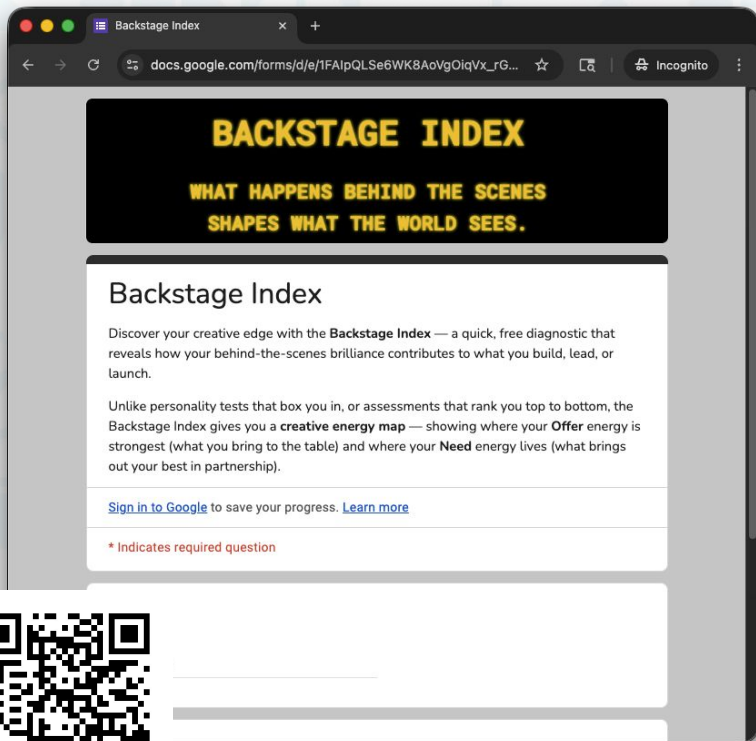
Backstage Index

File Edit View Insert Format Data Tools Gemini Extensions Help Backstage

100% 123 Default...

A1	A	B		
1	Facet	Assertion		
2	Scale	I design with growth and scale in mind—systems, licensing, reuse.		
3	Scale	I help turn one-off wins into repeatable revenue or value.		
4	Scale	I make choices that support sustainability and longevity.		
5	Scale	I often need prompting to consider how things will scale.		
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7	Signal	I can translate ideas into compelling, public-facing messages.	5	6
8	Signal	I spot how to position messages so others "get it."	5	7
9	Signal	I depend on others to polish or package our work.	1	8
10	Spark	I energize early-stage ideas and help others believe in what's possible.	5	9
11	Spark	I create momentum even when the path isn't fully clear.	5	10
12	Spark	I inspire confidence and help people get moving.	5	11
13	Spark	I often wait for a detailed plan before jumping in.	1	12
14	Structure	I bring order and systems that help keep momentum going.	5	13
15	Structure	I create structure that supports long-term team performance.	5	14
16	Structure	I use tools and processes to drive accountability.	5	15
17	Structure	I tend to avoid process unless someone else puts it in place.	1	16
18	Substance	I turn abstract ideas into things that actually work.	5	17
19	Substance	I build what others imagine—I'm the executor.	5	18
20	Substance	I follow through to completion, not just ideation.	5	19
21	Substance	I get overwhelmed when it's time to implement or deliver.	1	20
22				

config questions scoring data charts



**BACKSTAGE INDEX**  
WHAT HAPPENS BEHIND THE SCENES  
SHAPES WHAT THE WORLD SEES.

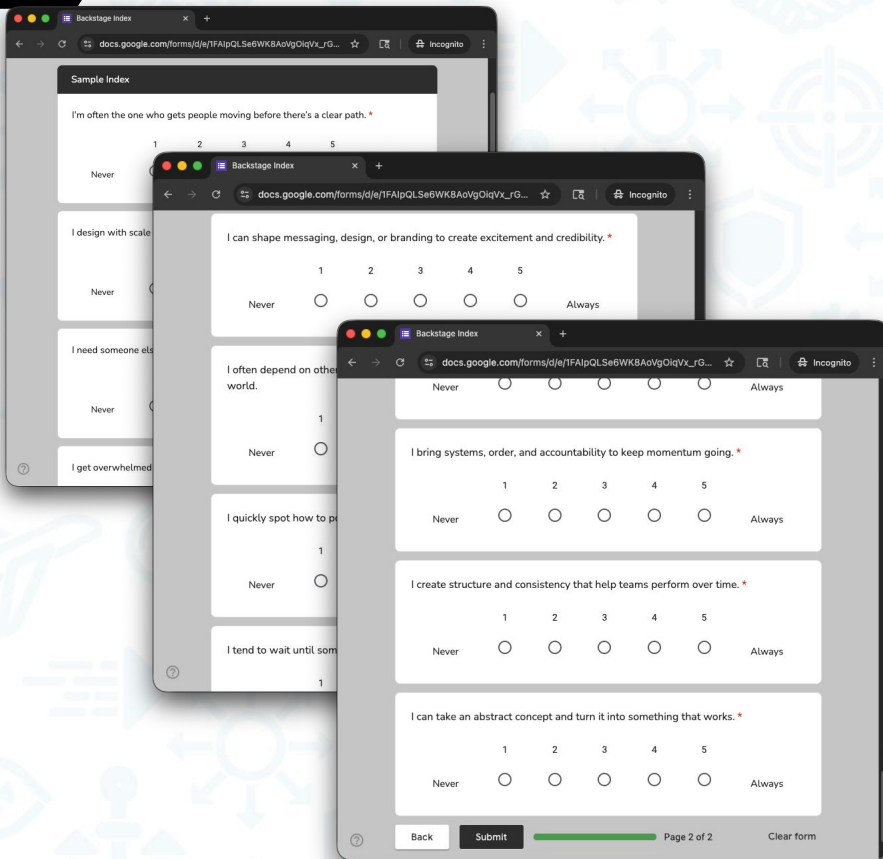
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[Sign in to Google](#) to save your progress. [Learn more](#)

\* Indicates required question



Sample Index

I'm often the one who gets people moving before there's a clear path. \*

Never 1 2 3 4 5 Always

I design with scale

Never 1 2 3 4 5 Always

I need someone else to help me get things done

Never 1 2 3 4 5 Always

I often depend on other people to get things done

Never 1 2 3 4 5 Always

I get overwhelmed

Never 1 2 3 4 5 Always

I can shape messaging, design, or branding to create excitement and credibility. \*

Never 1 2 3 4 5 Always

I bring systems, order, and accountability to keep momentum going. \*

Never 1 2 3 4 5 Always

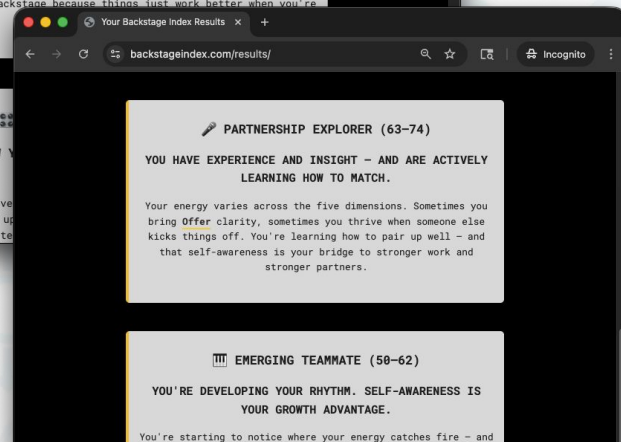
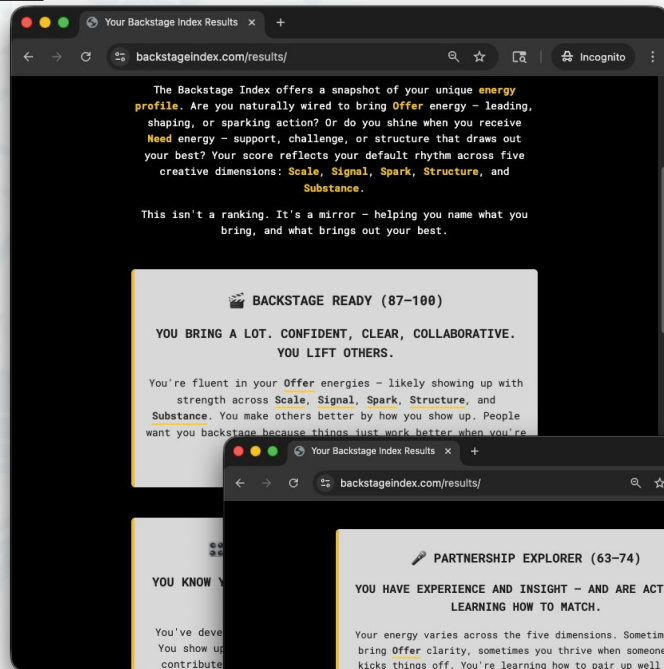
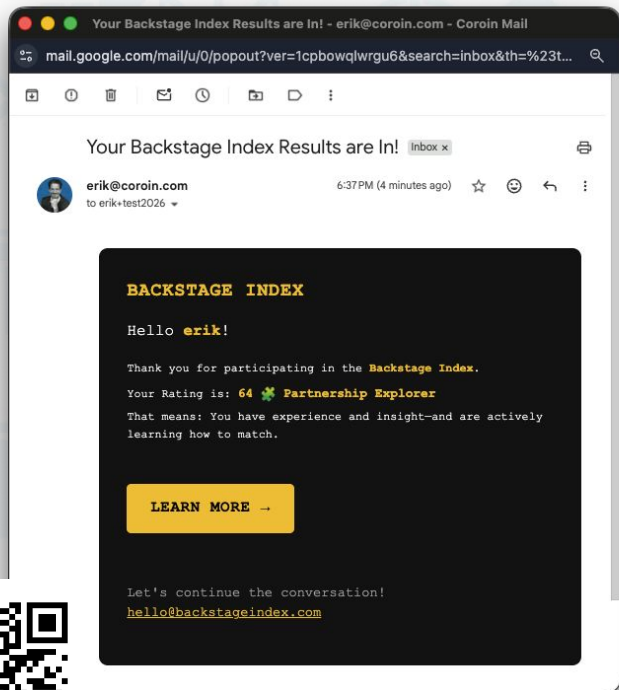
I create structure and consistency that help teams perform over time. \*

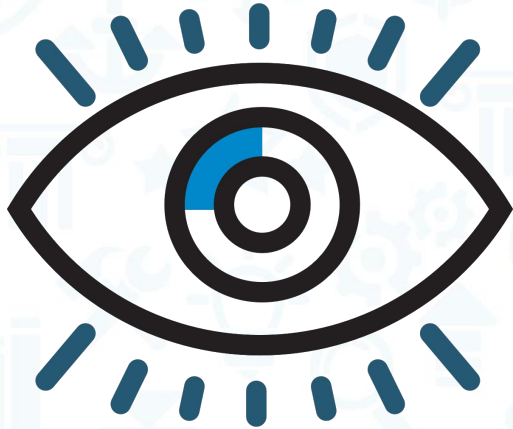
Never 1 2 3 4 5 Always

I can take an abstract concept and turn it into something that works. \*

Never 1 2 3 4 5 Always

Back Submit Page 2 of 2 Clear form





# building the survey

**Organize** into 4-5 categories (**Facets**)

**Measure** current state (**Assertions**)

**Engage** with follow-up (**Email Responder**)

**Visualize** results (**Graphs / Charts**)



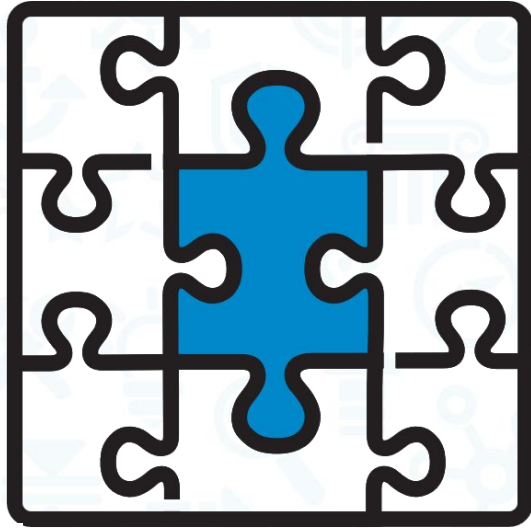


## Hilary and ARTiculate: Real&Clear

**ARTiculate: Real&Clear's Traction Quotient™ (TQ™)** reveals how you “**get a grip**” and stay in conversations when they risk stalling or escalating.

As part of the Fruitful Friction® Certificate and Foundations programs, the assessment highlights your **default communication responses** – where you grip, slip, or overcorrect – so you can choose how to stay in conversations and **keep progress moving**.





iteration





*Third Chance* published 2000

In 1999, my mom asked me to help her get her dad's "book published", whatever that meant.





2000



## TIMELINE

1999 **Book-1** writing and editing

2000 *Third Chance* published

2000 The Love of his life passes

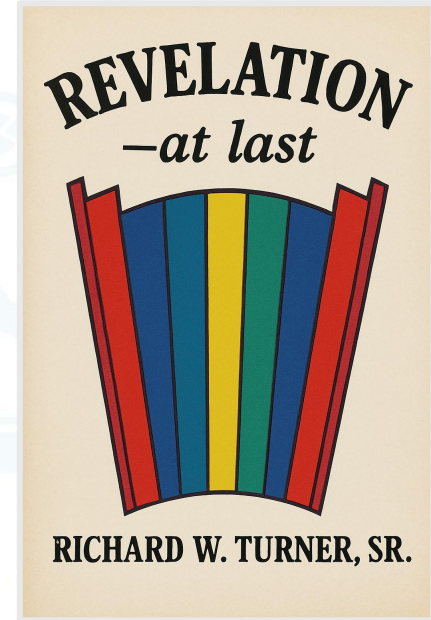
2001 **Book-2** writing and editing

2002 *Revelation ---at last* published

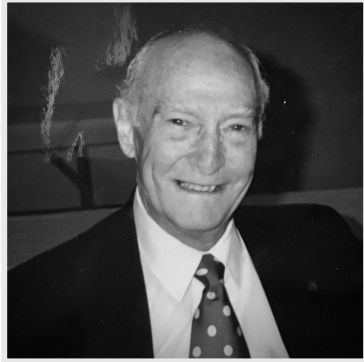
2003 - 2004 **Book-3** writing begins

2004 The Author passes

... now what? ...



2002



The Author



The Editor

- Iterating on process and tools
- My mom publishes Book-3



(a.k.a. "The Hump Book")

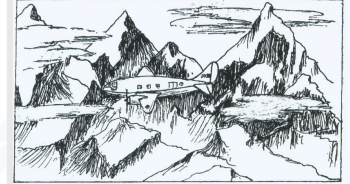


2000



2002

STORIES FROM

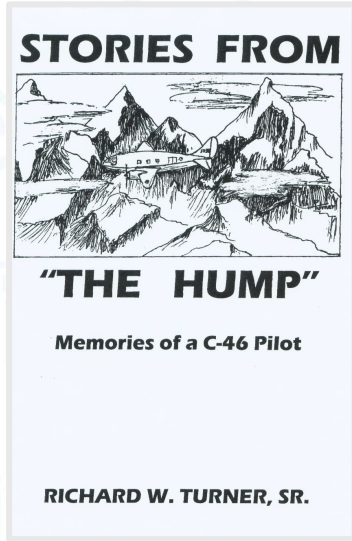


"THE HUMP"

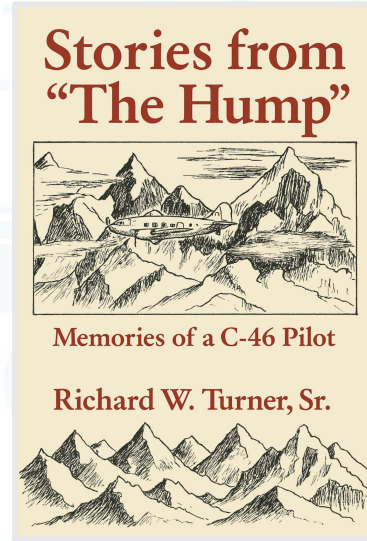
Memories of a C-46 Pilot

RICHARD W. TURNER, SR.

2005



**2005**  
**1ST EDITION**



**JUL/2025**  
**2ND EDITION**

## 2ND EDITION GOALS

- International distribution
- Paperback, Hardcover, eBook
- Print-on-demand
- ISBNs

## 3RD EDITION NEEDED

- Foreward
- Photos
- Library of Congress
- ... something else ...





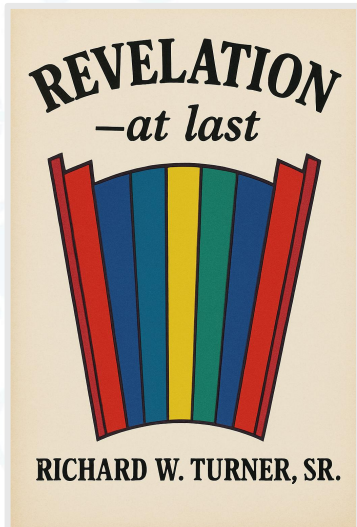
<https://vectorlance.com/>



2000  
1ST EDITION



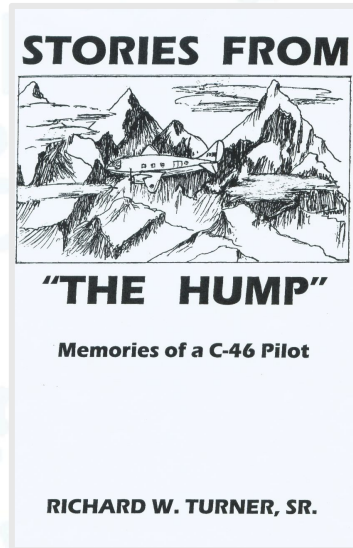
AUG/2025  
2ND EDITION



2002  
1ST EDITION



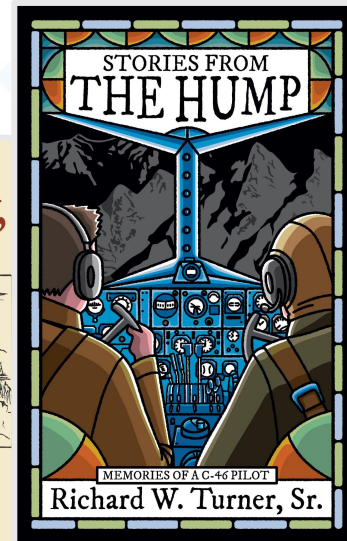
SEP/2025  
2ND EDITION



2005  
1ST EDITION



JUL/2025  
2ND EDITION



DEC/2025  
3RD EDITION



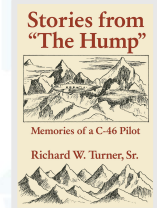
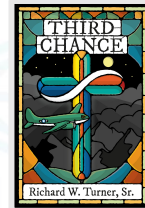
**Kiera Larson**

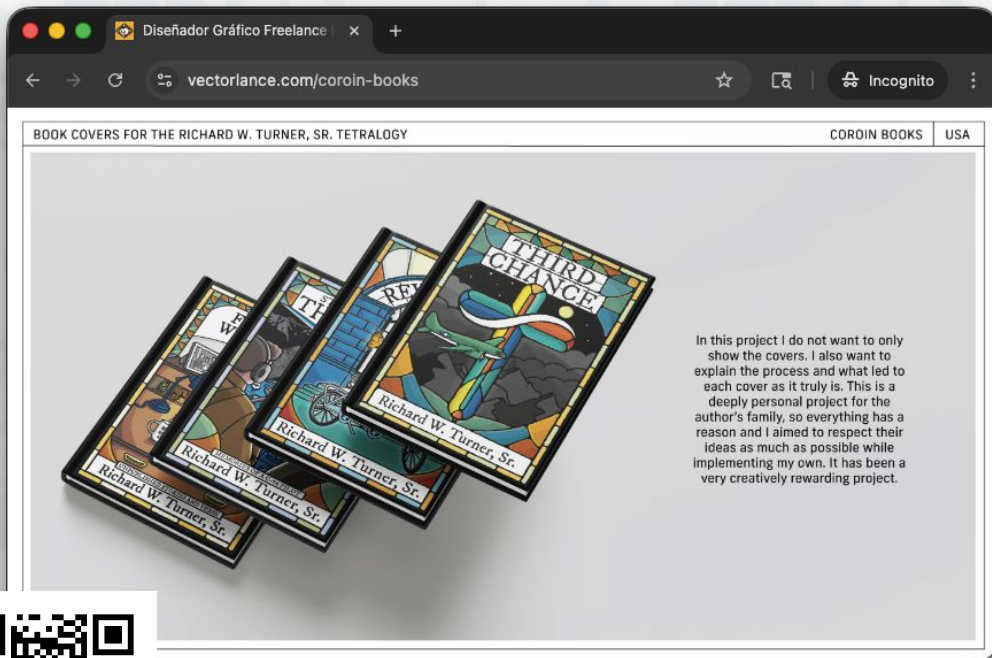


**Ashlin Larson**



**Maddie Larson**





<https://vectorlance.com/coroin-books>

ORDER PLACED  
February 14, 2026

SHIP TO  
Library of Congress



LIBRARY OF  
CONGRESS

## Delivered February 26



**Stories from the Hump: Memories of a C-46 Pilot**

Return or replace items: Eligible through March 28, 2026

Buy it again

[View your item](#)



**From Boo, With Love: Unpublished Stories and Verse**

Return or replace items: Eligible through March 28, 2026

Buy it again



**Revelation ---at las**

Return or replace item:

Buy it again



**Third Chance**

Return or replace item:

Buy it again



The Librarian

# key concepts:

perfect the process and **iterate**

continue **iterating** again and again

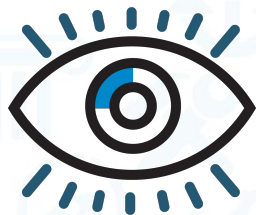
**collaborate** and increase **quality**



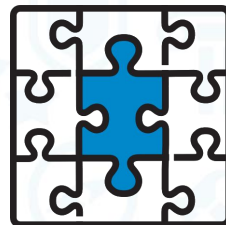
# WHAT WE LEARNED / WHAT WE'LL COVER



**IDENTITY**  
*YOUR UNIQUE  
GENIUS*



**INTELLIGENCE**  
*TOOLS AND TECH  
(HUMAN + AI)*



**ITERATION**  
*GROW MUSCLE +  
COLLABORATE*



**IMPACT**  
*MEASURE AND  
MULTIPLY*





## impact

- What are you using in your business?
- How do you measure success?
- How about new ideas?



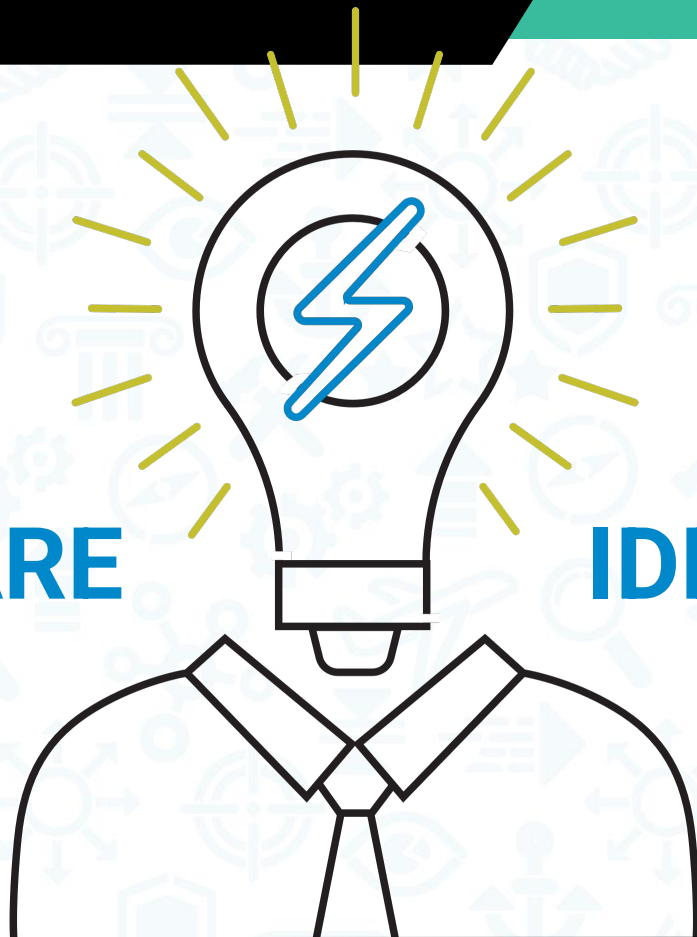
OPEN MIC TIME

# THINK OUTSIDE OF THE BOX (-:

SHARE YOUR IDEAS



**SHARE**



**IDEAS**



**USE YOUR GENIUS TO GET YOU BOOKED**



**Q+A**

**Ask Me Anything (-:**



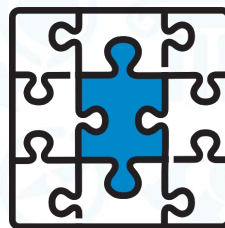
# USE YOUR GENIUS TO GET YOU BOOKED



**IDENTITY**  
*YOUR GENIUS*



**INTELLIGENCE**  
*TOOLS AND TECH*



**ITERATION**  
*COLLABORATION*



**IMPACT**  
*MULTIPLIED*





# THANK YOU!

Scan this QR code



Or visit this url



<https://erikcto.com/gss2026>

SLIDES

PROMPTS

TOOLS

DOCS

erikCTO

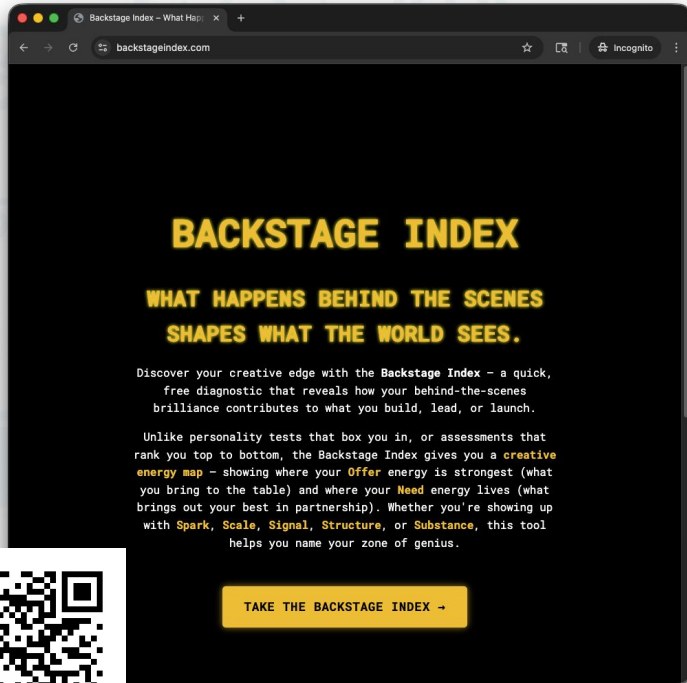
CTO | Strategic Advisor

# appendix

additional info about the  
Backstage Form Builder



## WORKING SAMPLE APP



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You're welcome to remix, extend, or adapt this sheet to suit your workflow.

**Get Set Up**

After copying this file to your own Google Drive, we recommend:

- **Rename** the file to reflect your project or client.
- **Move** it into a folder where you're keeping other project-specific assets.

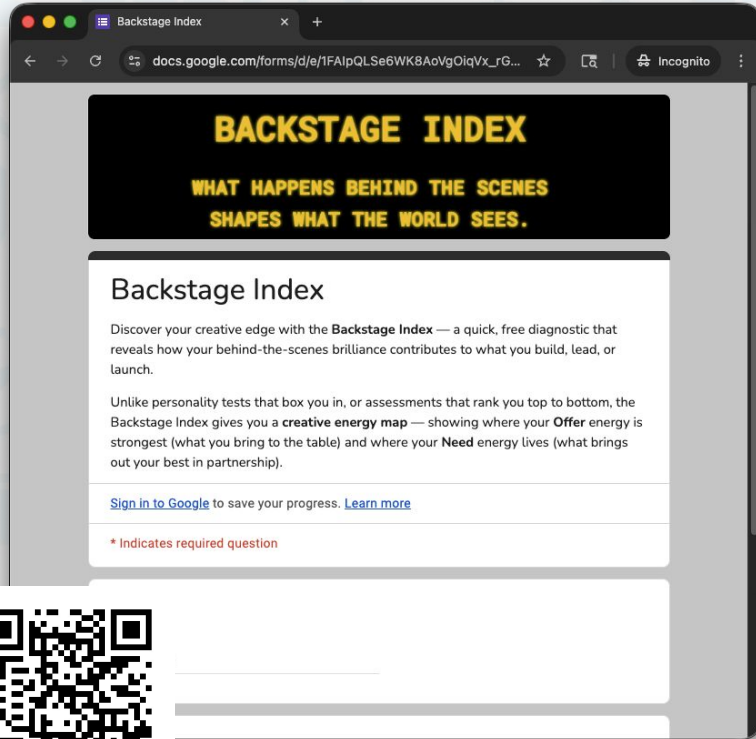
This makes it easier to stay organized, especially if you're running multiple versions (A/B testing, experiments, ideas, etc.) of the Backstage Builder Tools.

**⚠ Use At Your Own Risk**

This tool is provided "as is", without warranties. By using it, you agree that:

- You assume all responsibility for how it's used.
- Coroin LLC makes no guarantees about accuracy, performance, or fitness for any particular purpose.

# BUILT ON GOOGLE FORMS



Backstage Index

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## BACKSTAGE INDEX

WHAT HAPPENS BEHIND THE SCENES SHAPES WHAT THE WORLD SEES.

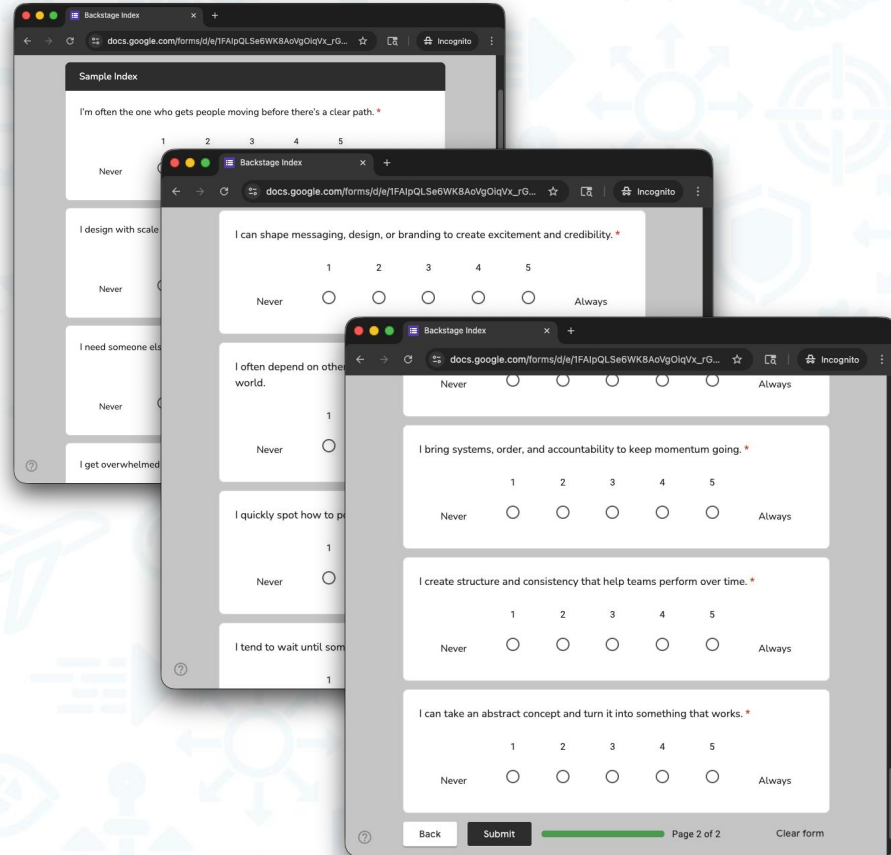

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\* Indicates required question



Backstage Index

docs.google.com/forms/d/e/1FAIpQLSe6WK8AoVgOiqVx\_rG... ☆ Incognito

Sample Index

I'm often the one who gets people moving before there's a clear path. \*

1 2 3 4 5

Never ○ ○ ○ ○ ○ Always

I design with scale

1 2 3 4 5

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I need someone else to help me get things done

1 2 3 4 5

Never ○ ○ ○ ○ ○ Always

I often depend on other people to get things done

1 2 3 4 5

Never ○ ○ ○ ○ ○ Always

I get overwhelmed

1 2 3 4 5

Never ○ ○ ○ ○ ○ Always

I quickly spot how to solve a problem

1 2 3 4 5

Never ○ ○ ○ ○ ○ Always

I tend to wait until someone else takes the lead

1 2 3 4 5

Never ○ ○ ○ ○ ○ Always

I bring systems, order, and accountability to keep momentum going. \*

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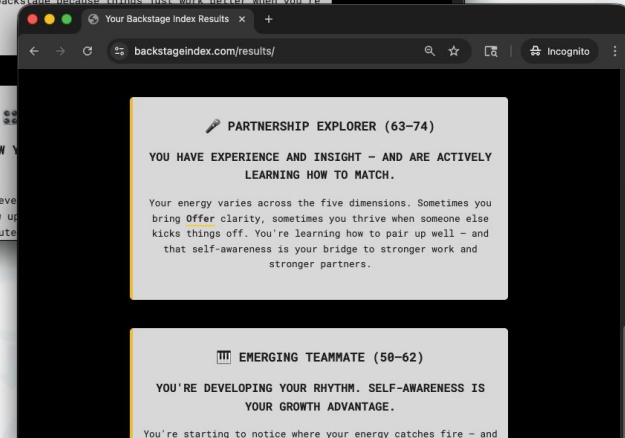
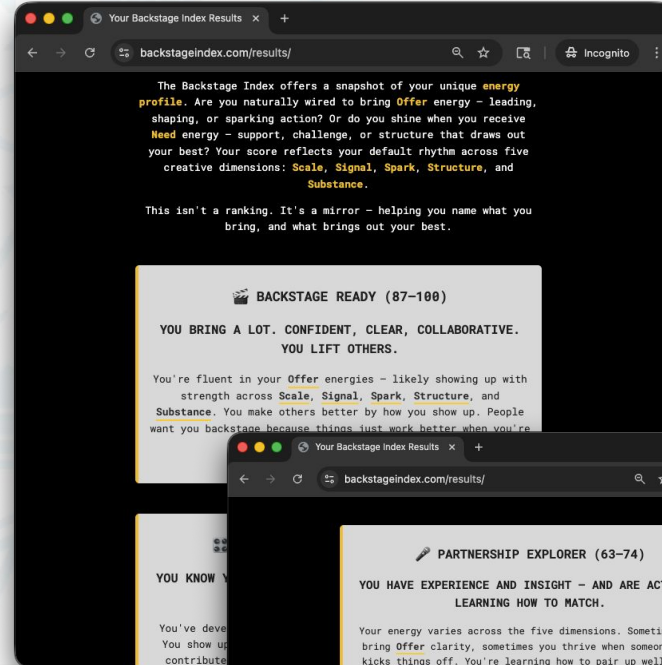
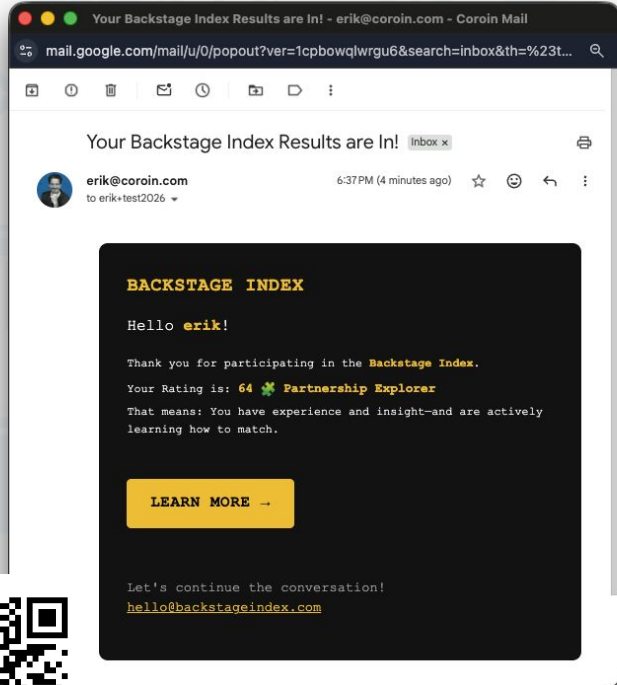
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Back Submit Page 2 of 2 Clear form

## SENDS EMAIL RESULTS



# CONFIG AND SETUP

backstage-index - Project Editor

script.google.com/u/0/home/projects/1vSx5xKQO6H6rWcWcSolk6cOrjS4kVc7EzgpdvE6exBPKLYL7

Apps Script backstage-index

Files: email.gs, main.gs, Libraries: formLibrary, Services

```

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File Edit View Insert Format Data Tools Gemini Extensions Help Backstage

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8	Signal	I spot how to position messages so others "get it."	5	7
9	Signal	I depend on others to polish or package our work.	1	8
10	Spark	I energize early-stage ideas and help others believe in what's possible.	5	9
11	Spark	I create momentum even when the path isn't fully clear.	5	10
12	Spark	I inspire confidence and help people get moving.	5	11
13	Spark	I often wait for a detailed plan before jumping in.	1	12
14	Structure	I bring order and systems that help keep momentum going.	5	13
15	Structure	I create structure that supports long-term team performance.	5	14
16	Structure	I use tools and processes to drive accountability.	5	15
17	Structure	I tend to avoid process unless someone else puts it in place.	1	16
18	Substance	I turn abstract ideas into things that actually work.	5	17
19	Substance	I build what others imagine—I'm the executor.	5	18
20	Substance	I follow through to completion, not just ideation.	5	19
21	Substance	I get overwhelmed when it's time to implement or deliver.	1	20
22				

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