

CREATE **Beginner** 25 MIN · UPDATED 2026-10-01

Brainstorm a new product offering in Copilot Pages.

Generate and refine new product offering ideas in a shared Copilot Page instead of a solo brainstorm that never leaves one person's notes.

MICROSOFT 365

Word

WORKS WITH

Copilot

Business Outcome

A shared, collaboratively-refined draft plan for a new offering, instead of scattered personal notes nobody else sees.

Workflow Steps

Step 1: Frame the problem the new offering should solve

Word

Write the customer problem or market gap as a specific sentence — who has it, and what they currently do instead — before opening Copilot Pages at all. A vague starting prompt like "what should we build next" tends to generate equally vague ideas that are hard to compare or act on.

Step 2: Generate offering ideas in a Copilot Page

Copilot

Open a new Copilot Page and ask explicitly for several distinct directions, not a single best answer — naming a number (3 or 4) forces genuinely different angles instead of minor variations on one idea, and gives the group something real to compare in step 3.

PROMPT

We're looking for a new offering that addresses [specific customer problem]. Generate 4 distinct directions, each with a one-line pitch and who it's for.

Step 3: Invite collaborators into the same page

Word

Use the Share button on the Copilot Page to add the specific people who'd actually build or sell this, with edit access rather than view-only, so they can comment and extend ideas directly on the page instead of replying over separate email threads that fragment the discussion.

Step 4: Converge on one direction with a draft plan

Copilot

Once the group has clearly leaned toward one direction in the page's comments, ask Copilot to expand just that direction into a first-draft plan.

Positioning statement, target audience, and a rough go-to-market outline — rather than asking it to pick the "best" idea itself, which skips the judgment call the group already made.

✓ Check the work

- The chosen direction is grounded in the problem stated in step 1, not just the catchiest idea.
- Collaborators actually weighed in in the shared page, not just the original author.
- The draft plan names a specific target audience, not "everyone."



Expected Outcome

A Copilot Page with a draft marketing plan for the new offering, refined by named collaborators.

Want help rolling this out across your team? [Go to Liminals.Tech](#) ■