

FOR IMMEDIATE RELEASE



## Kickstarter Accepts Get Cranking Made-For-Tv Pilot Campaign | Media Mogal Nyhl Henson Joins Advisory

The Createyourself.com team is creating a made-for-TV pilot that will take the everyday person with an extraordinary idea through the [Customer Development](#) process created by [Steve Blank](#) and his exposure to thousands of experienced startups from all over the world. Combined with the Customer Development process, we also use Eric Ries' [The Lean Startup](#) model to build upon vetting the idea and the [Business Model Canvas](#) of Alex Osterwalder and Yves Pigneur.

Many not understanding [crowdfunding](#) may be asking, if this is such a great idea for a TV show, then why are we here asking for everyone's support through [Kickstarter](#)? "Well, as you will learn on Get Cranking, getting out of the building and surveying your customer is part of the startup process that we will be taking our entrepreneurs through on the show..." stated Dr. Gordon Jones, Curator and Principal of Createyourself.com. "We want you, our audience, to participate and help us get this new idea started."

In additional news, Createyourself.com is announcing that cable TV mogul, Mr. Nyhl Henson, has joined the Get Cranking team as an advisor. Nyhl is best described as a cable television programming pioneer. He was instrumental in the creation of "[The Movie Channel](#);" He was the first general manager of [Nickelodeon TV](#) and co-developer of [MTV](#). He has co-produced pay-per-view events such as the Leonard-Hearn's championship boxing matches and the "Rolling Stones" and "The Who" concerts. He was the co-founder, Chairman and Chief Executive Officer of [Country Music Television](#) and currently serves as the Chairman and Chief Executive Officer of Broadspot World Wide Wireless, Inc., and National Lampoon Entertainment. Nyhl is also involved in the development of several land based entertainment complexes in Branson, MO and Nashville, TN through his Music Village companies. "Nyhl brings all his industry knowledge to helping us produce the show and we should all feel comfortable that with Nyhl we can pull off this new TV venture," said Jones.

The base of operations for the Get Cranking pilot will be in the Augusta based collaboration and incubation space, TheClubhou.se, where Jones is a co-founder and several startups are current being incubated. Jones stated, "We plan on opening up the competition for anyone and everyone with an idea for a new product or service, but who don't know how to get it to market." Interested people will be able to submit their idea through Createyourself.com and if chosen be invited to Augusta to participate in the pilot show.

### About Createyourself.com

Createyourself.com is an idea coaching firm focused on helping you incubate your ideas and develop creative ways to get them to market. This is not self-help, this is "Get off your Duff and do Something!" Basically, a virtual startup Boot Camp! The foundation of the coaching are the teachings and lessons of Steve Blank's Customer Development process as described in his latest book, [The Startup Manual](#), with Eric Ries', [The Lean Startup](#), and the [Business Model Generation](#) canvas of Alex Osterwalder and Yves Pigneur; all who have been leading the charge when it comes to helping ordinary people who have extraordinary ideas get them successfully launched without wasting a bunch of time, money, and resources.

### About TheClubhou.se

TheClubhou.se is based in Augusta, Georgia and the place where ideas come to life. A place where the best and brightest of greater Augusta Region's tech and maker crowd get together and make great ideas happen. Located in the historic downtown business district, TheClubhou.se provides a space for bringing creations to life. More than just thinking, we believe in executing as many ideas as we can. Good ideas can change the world! TheClubhou.se is something completely new — Leonardo Da Vinci's Inventor's Workshop re-imagined for the 21st century.

For more information:

[Kickstarter.com](#)  
[GetCranking.TV](#)  
[Createyourself.com](#)  
[TheClubhou.se](#)

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