

# **HOW TO PURSUE AN IDEA**

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To Adrià, our little miracle. You brought joy and happiness in our lives. Just by smiling and trying to speak you turn one ugly day into a beautiful one. I do hope that when you'll need it, this book will serve you as a guide and that you'll continue to smile your way through life's bumpy roads.

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*“It only takes one person to change your life: you”*

*-Ruth Casey-*

# 1. Introduction

When I first thought of writing this motivational book I didn't have a nine-to-five job maybe just because I hate routine, doing the same thing, taking the same actions over and over again. I just wanted to feel that Monday is not the beginning of a new boring week, and was in need of day by day steadiness. I ONLY had my ideas. Obviously these ideas seemed good to me but they couldn't make the jump from dreams to reality without a plan, without a GUIDE.

I ended up writing this book that gives readers a blueprint about pursuing ideas and turning them into gold because a lot of people are extremely hesitant when it comes to starting their own business. The steps and advice presented in this book will enlighten most of those who are afraid of taking that risk. It outlines a specific process that they should consider when they plan to start a business and following this guide makes starting it much easier (I truly hope so!). It is a "how to" guide because of the detailed information it presents on starting from scratch and reaching sky-high success. It also does not limit itself to just one type of business, you can apply my advice to whatever type of business you are about to develop.

The book contains ideas that come from many different types of businesses and it captures the important thoughts and aspects so that you can learn from the experiences and mistakes of other entrepreneurs. It starts you off from idea pursuing to doing research for your specific market, hiring the right staff and, of course, selling your business to the world.

This little guide covers as well some general steps on how to deal marketing and making your business thrive after all the planning process. It helps you avoid making bad decisions and it is something you can definitely turn to when you are caught in a situation where you have to make a tough decision regarding your business. It will teach you how to keep your business blooming and flourishing especially when things are not going your way.

Let's face it. Growing a business from one idea it's damn hard, harder than you might think. Whoever tells you the opposite is one son of a ... It takes step by step to develop one idea that can make a **BREAKTHROUGH**. Of course you will fail many times trying but, how are you supposed to learn more and get stronger if it would have worked the first time? Hitting **OBSTACLES** will

teach you what you must not do, what to follow if waking up every day with a big smile on your face is what you want. They say we learn from our mistakes so if you make enough of them you'll soon be a genius, right?

Having a business is not something from another planet. It's something common, dated in antique times, and everybody knows what we are talking about. But not everybody knows how to start it from scratch with just one thought. Having a business later on translates into feeling proud of each step, each little triumph, getting to know yourself better and creating YOUR OWN WAY.

In your quest to be successful starting from one idea you'll have to be passionate and cautious. And if you're like me, focus and passion make one hell of a team. That is, if I truly want to reach a goal, I sit and think about what I need to lay down on my road so that everything will go smooth when I start putting the pieces of the puzzle together. You have to have the will to do it and not give up. Don't say enough, if it doesn't go the way you planned, or be one of those that say if I try I'll fail. Aren't you failing already by not trying? Adam Osborne said that "is way better to fail in something you love than having success in something you hate".

And why does one get into developing a business when it's not at all that easy? Honestly, I don't really have the answer. It has to be because ONE FEELS, ONE DREAMS, ONE HAS IT INSIDE. One thing is certain though: when it starts there's no way back! JUST GO FOR IT!

*“Everything starts as nothing”*

*-Ben Weissenstein-*



## 2. Did You Say Idea?

If you search the definition of idea, you'll most definitely find this: a thought or collection of thoughts that **CREATE IN THE MIND**. An idea is usually created with a purpose, however it can likewise be produced accidentally. Ideas commonly form throughout brainstorming sessions or through conversations. Generating ideas costs nothing. Everybody has them. Things we must do; things we ought to stop doing. Or things we might be doing, producing, fabricating, altering, enhancing, attempting, living, or just dreaming. It does not take a unique person to think about ideas. Even little kids have ideas, mainly bad ones with effects but they do have them.

An original idea is something that you act on. An original idea is one that captures one's specific essence and personality. It's like a flower bouquet: everybody will have a different point of view about the outlook however it will always include flowers. Sure, somebody may have come up with that idea and put it into a business already, but you have the ability to add to it and make it more original. It is like a **LEGO STRUCTURE**: you put the main parts together (original thought, main core, the heart) then you continue to build till it is completed. However, what it's fantastic about Lego is that you can keep on adding past the user's manual which means that everything that comes after what the guidelines say is your own idea and your very own method of making it original and different. These brand-new and original ideas are the exact same stuff with simply a different name and type of establishing and building the basics. It answers the question: Are initial ideas simply just old ones with new names that someone is willing to pay simply to hear the very same idea in a new, updated form?

But it's not always like that, you begin from a base then develop more than you were supposed to. I know there were times when in a meeting, someone said to you: "That's an excellent concept, you should **TAKE THE INITIATIVE** and make it reality." What happens after that? Most of the time, absolutely nothing. Many wonderful ideas continue to be thrown away because people do not have the nerve, resources, time and/or money to act. And from those who act, most are not really prepared to invest their love and time on a dream that it could make a change. However we won't be discussing failing, we certainly understand how fail tastes and how easy is to state "I'm done!" we will concentrate on how to fool failure.

An original idea is typically so obvious that when you read about it you hit your forehead and ask yourself: "WHY DIDN'T I THINK ABOUT THAT?!" But what makes you see the new when a concept is good? When exactly did you find the idea that is certainly worth pursuing? When

is it that your concept deserves a sacrifice, a serious change of lifestyle and a step or more backwards before you can take that gigantic leap forward? You ought to seriously think about adhering to that concept if: you hear the concept in your head regularly, **FEEL THE DESIRE** to instantly write it down, find that you keep telling it to yourself it's a good one, think a lot about it, feel butterflies in your stomach just by thinking of it, **VISUALIZE** exactly what will happen if you turn the thought into action, love hearing it said, love the concept itself, enjoy saying it just to feel it melt on your tongue, dream about it, lose sleep over it, wake up thinking about it, be obsessed with it, **BELIEVE IN IT**, want to keep it totally to yourself till you prepare to reveal it, reveal it with enthusiasm, zest, interest and energy, defend it against cynics or "realists" after you do reveal it and know that the only method you can stop considering it is if you did something, anything, about it.

Ideas can still be excellent even if none, one or two of the above occurs to you. But what happens if you feel most of those emotional states? Then you must **GO** and lock that concept into a self-shrine, move and shake your world up until you make it come true.

One idea is original when it is produced in your mind, being original to the rest is unimportant. Starting with one idea will get your mind working in a method that enables you to generate much more concepts, ideas that later need to be polished. On the other hand you can start producing by reusing older ideas, blending, distorting and translating them in your own business language. If an amazing idea is already taken, take it a step further. How can it be better? Exactly what would you alter? Any flaws you can correct and turn it into an updated form?

As you noticed and definitely felt, with ideas can happen two things: **FIRST** – you basically shit your pants and think it is not that good and for sure you won't be able to live from it. It is one decent option, you decide to do nothing and leave the idea to be only that, a thought. Surrendering is so much easier than searching ways, techniques that go along with the idea. I bet you have surrendered far too many great ideas in your life till now. You go on with your life and that's it, the end. **SECOND** – overcome the fear and bet on it. Believe in it, know that it is **THE IDEA**, think of it continuously and never leave it aside. Get in love with your idea and feel the same way you felt when you first got in love and no one could wipe that silly smile from your face.

Tell fear to go and search for fairies in New York, of course, not before analyzing your chances of going for it and succeeding. It is one thing to be in love and rational and another to be stubborn and not be able to see what everybody else does. It will stop being a **DREAM** and become

your reality the moment you start materializing it. Sounds good, right? So: wake up with it, eat with it, go to sleep and dream about it! It will be your muse and fuel, your illusion and your passion.

It's impossible to find THE IDEA on a daily basis just like it is impossible to get in love on a daily basis. Let Cupid shoot you and then look in the direction of your idea. There will be love, your heart should go faster, feel those love nerves when you speak about it and I'm not making a mountain out of a molehill. Not every day one decides that his LIFE WILL CHANGE. Be positive, things could turn the way you want them to but in the meantime be cautious. It's in your hands to follow intuition, be what you choose to be, and above all, ENJOY THE RIDE!

*“Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen.”*

*- John Steinbecken-*

### **3. Get Yourself Into Your Ideative Field**

The most basic, but the very best way to produce awesome ideas is to come up with LOTS of ideas. From amount comes quality. We're all creative. Unfortunately, we generally ignore our inventive instincts. When you set out to purposely generate a stream of ideas, you'll strengthen your idea-generation powers. Select a topic each day. Then, produce ten ideas on that subject, off the top of your head. Do not think of it too much. Just make a list from one to ten, then write or record your ideas. Keep all of them in the same place. You'll be surprised with the results, in 10 days you'll have joined together 100 ideas. Cool, but how do I pick my topics? Let us see some methods that can help generate ideas:

#### **\*Wake-up!**

The first hours of the morning are a golden time for ideas and creative thoughts. Wake-up at least an hour earlier than you usually do and exercise, take the dog for a walk, walk in the nature, read something from a motivational book (maybe this one) for ten minutes, do positive thinking, or write in a journal. Try various things and see what helps you. The point is to develop a ritual that will stimulate your senses and help throughout the day.

#### **\* Observe!**

Great ideas won't happen in a total blankness. You require some method of getting your brain to think in brand-new and imaginative means. Assign time to specific sessions where you encourage your brain into believing in a different way. One of my preferred methods is watching people. A basic walk in the park can transform into an exciting activity. Studying behaviors, faces, comparing types can get your brain going. Any crowded urban location, shopping center or zoo can do the same to those little wheels upstairs.

#### **\*Meditate!**

It's difficult to come up with fantastic ideas when your mind is crowded with daily thoughts and issues. You need a quiet space. Meditation will help you clear your mind of everyday stress and anxiety. Then you can quietly concentrate on your future or just think how to make the world a better place. It may sound silly but it works, find your inner peace. Commit to 3 hour-long sessions

every week and you'll quickly discover that ideas come to your eyes faster than before. Basically, make some room inside your brains!

**\*Socialize!**

Bear out and talk to strangers. When you meet and chat with new individuals, whether online or offline, you're wide-open to new approaches. You're also able to reorganize and reframe your own experiences. You might find that you can get some great ideas from somebody who does not know you well. Hanging around with the same close friends and associates can get you in a thinking pothole. Take benefit of all those Facebook, Twitter or whatever social networks you use and start some amazing discussions with unfamiliar persons. New friends have no idea of all your thinking patterns and do not know your saga, so you'll need to reinvent your ways of approach. Those new relationships, those new territories you are about to discover are unique therefore will help you bring to life new ways of thinking.

**\* Navigate!**

Google is awesome when you understand exactly what you are trying to find, however the very best way to generate new ideas comes with unexpected learning. Take an hour every week and go on an internet journey. Begin with the I'm Feeling Lucky button and simply take it from there. Do it all randomly, use the internet for finding ideas not just for emails, news and chat. There are a lot of webpages out there that will blow your mind. Go find them, dedicate some of your precious time to blind web surfing. Try websites like [stumbleupon.com](http://stumbleupon.com), surprise yourself and gather ideas!

**\*Listen and sing!**

Music can be one great stimulant. You need to step out of the contemporary repertoire and listen to genres you have never listened before. Try to understand and feel the musicality. Let your brains percept new sound waves and force yourself to move beyond the paralysis that can set in when listening to sounds you've never heard before. Also do choose one motivational song, learn it then when you feel emptiness, sing it loud, sense the urge to exteriorize and absorb its energy.

**\*Read!**

Read everything you can get your hands on: business books, novels, newspapers, magazines, blogs, and everything else. The more raw materials you take in, the more you learn, and

the more you know, the better you will become at putting together seemingly unrelated concepts to create something new.

### **\*Travel!**

If you have the resources, do it! That's how you can turn on one light bulb. Be able to see tremendous opportunity in a place where locals just can't see it, but which is obvious to you because you are viewing things as an outsider. You can build a pretty successful import business as a result of what you may see on a vacation, or just return to work with new energy and one clear mind.

### **\*Write!**

Relax and let thoughts begin flowing. Put everything that occurs to your mind on paper, even if these ideas might seem odd or silly. You will sort them out later. The main goal is to let your mind dump ideas on that sheet of paper. Write 10 objects you see. Try to improve those objects, give them new forms that suits you better or you think that will help others. For example, a few minutes earlier I have dropped a bottle of beer because it was slippery. Looking at it my first thought was: if it had a handle...

### **\*Get drunk!**

I know this does not seem right, it shouldn't be, but you will be amazed to find out that a really high percentage of good ideas came to life after some beers, whiskeys, vodkas or whatever type of booze. The trickiest part is to remember the ideas next day in a hangoverish (I don't even know if that's a word) environment but this is up to you. You can use your smartphone to record thoughts, maybe you'll have a laugh the next day hearing yourself speaking while being drunk.

*“If you have an apple and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas.”*

*-George Bernard Shaw-*



## **4. List them, Pick them, Share Them**

Business ideas can reproduce at an alarming rate during a certain period, and a savvy investor should never discard any of them because they may be tested for future use, shared with friends or even sold to other parties. The little ideas that we look down upon actually grow into great enterprises across the globe. Whether it is book writing or selling postcards, ideas create a business and will determine whether it remains profitable in the future or not.

The art of nurturing business ideas until they are put to use is a simple three-step process which begins with listing and ends with sharing. Here is a quick overview:

### **LISTING BUSINESS IDEAS**

There are various strategies which can be used to list and then group business ideas. One ought to determine those which are financially beneficial and separate them from those which have a high growth and marketability potential. Listing down ideas in writing means that you have to group them according to the following:

#### **\*Importance**

Business ideas can be listed in order of their importance, which is highly recommended if they will be put to use after a short amount of time. Determine the order of importance in terms of profitability, marketability, growth potential and manageability. List all the ideas in a descending order. This is after the assumption that you would have written various ideas down in a haphazard manner with an attempt to analyze each of them to ascertain how viable they are.

#### **\*General and specific**

Ideas could also be listed down depending on whether they are general or specific. This mostly draws from the purpose they cover and the possibility of breaking them down further. If you are starting an automobile business for instance, this is a broad and somewhat general idea. For a blog writing idea which focuses on relationships, it is a specific idea which can actually be

implemented as it is. Ask yourself whether the idea can be broken down into various categories in order to decide whether it falls under the general or specific grouping.

### **\*Comparison/contrast**

This strategy involves the establishment of a comparison/contrast form in which you assess each idea in relation to the others by focusing on specific fields. Ideas may be compared or contrasted in terms of viability, growth potential, manageability and financial benefits. This is more of an assessment strategy which deeply uncovers the potential behind each idea but can also do well when listing ideas.

### **\*Problem and solution**

Ideally, every business proposition is meant to solve a particular problem or provide answers to the people who seek its products and services. You can then decide to list down ideas by focusing on the problems that they solve. Although it is a little involving, this approach is more practical because it relates an idea to the specific task or achievement that it will make in the general public.

## **PICKING THE MOST SUITABLE IDEAS**

Being ambitious is never a crime, therefore multiple ideas are expected. Even so, the big question is selecting one idea or a list of ideas that are most suitable. To handle this step diligently, the following strategies should be applied:

### **\*Take time**

A number of entrepreneurs take a lot of time to generate ideas but they forget the ideation workshop where they are supposed to select and improve various ones. Spend only a third of your time in generating ideas and the remaining two thirds in selecting the best one for implementation. For each idea, attend workshops, research on it, consult and come up with its viability before buying the idea.

### **\*Reflect on a customer's perspective**

When selecting and developing ideas, you should critique them from different perspectives. There is a massive difference in the manner in which you perceive an idea and the manner in which

the target customer will view the same idea. Incorporate the target groups into your ideation process and tap on their feedback.

### **\*Carry out a feasibility study**

Markets transform swiftly, a reason why product cycles are also growing shorter in every industry. Ideas should be feasible on the short term in order for them to benefit someone. Unless an idea combines feasibility and attractiveness, avoid it. Carry out a worthwhile feasibility study to ensure that your idea will survive the market waves.

### **\*Consider the capital requirement**

If you will be implementing the idea yourself, be realistic and choose an idea based on the amount of starting capital that you are capable of generating. A number of beginning entrepreneurs have difficulties in raising the starting capital. This means that ideas which demand a small amount of capital ought to be given preference. Arrange them in terms of capital requirements and select the easiest to implement.

### **\*Consider the market tendencies and needs**

No matter how good a business idea may sound, it will not survive the market unless there is an adequate demand. Simply follow the demand and supply theory. Unless there is a significant demand for certain products and services, the whole idea will be a waste of valuable time.

## **SHARING IDEAS**

After generating, listing and picking ideas, the next step is sharing them. With whom do you share these ideas and for what purpose? How much of the information should you disclose? These are some of the questions that you should ask before opting to share the business ideas. If you think you are addressing the target market, just tell them the benefits and get the feedback.

When sharing ideas with experts, choose your confidants wisely. Unless you are ready to make them public, keep a better part of the details to yourself. Realistically, someone else will share a passion in your idea but unless they have the energy, time and knowledge to pursue the same idea, they will never make it. As such, sharing works to your advantage in terms of feedback.

On the other hand, if you are generating ideas for commercial purposes, share enough details with a panel of experts so that every dimension is analyzed to determine the viability of every idea. It is advisable to carry out the analysis yourself and bear an expected outcome before exposing the idea to an extra eye.

*"If you are possessed by an idea, you find it expressed everywhere, you even smell it."*

*-Thomas Mann-*

## **5. This Is Crazy But It Just Might Work**

It is said that you should always give a royal welcome to all ideas and every single one be received with the same respect because you do not know which one will end up being king. That is why during any brainstorming session you should not start knocking down ideas because the actual assessment comes later. Anyway, you will have long done all your brainstorming and what you now have before you is one final idea that seems to be THE IDEA, the royal one.

### **\*How crazy is your business idea?**

Chances are that your idea may be quite the crazy kind, almost bizarre. That shouldn't cause you to panic or break into a cold sweat. It is okay if you still have doubts and cold feet, even at this late stage. But do remember it is the ideas that everybody initially thought extreme and wild that end up scoring home runs. Indeed some of the most amazing breakthrough ideas in history were jeered and laughed initially at. It is useful to always bear this in mind.

Now is the time to consider over much more deeply on your single idea and explore it at great length. Crazy as it is, your gut seems to be telling you that this is something that might just work out for you, maybe in a big way. Otherwise why else would you have thought of narrowing yourself to this single idea out of the many that you may have had initially?

Do you trust your gut feeling? Do you trust it enough to go ahead and invest valuable resources, time and money that will most likely have been borrowed into this? There could still be serious doubts on your mind at this stage as you think things through, however what you must do is focus on the reason why this single idea has been left standing amidst all the others. What is so special about it? The latter question and its answer are extremely critical because they will feature again and again in the setting up of many different aspects of your new business. Especially the marketing since it is the same question prospects will ask and have to answer for themselves to make a buying decision.

Make every effort to ignore the misgivings you may have and resist all self-doubt to fully concentrate on building up your idea and actually doing all that needs to be done to transform it from just a business idea into an actual business that works.

Remember that if your idea is rather crazy, you are NOT the first entrepreneur to end up with such an idea. Indeed many of them become runaway successes after the initial doubts. Your close friends and people you know will predictably be amongst the first ones to shoot down anything new and discourage you from pursuing it. More so if it leans on the crazy side. These are the folks you will need to make every effort to totally ignore initially. Never make the mistake of looking up to them for encouragement or confirmation that your idea is good. If by any chance you are going to do some market research they are also pretty much useless to you. You can be sure that those who will not be quick to criticize will be even quicker to tell you what you want to hear and how great you are. Naturally, this will not help you in your march forward.

The only person who can convince you that this crazy idea you have come up with will work is YOU and nobody else.

### **\*How do you feel about it?**

When launching a brand new business, the initial hours and back-breaking work that you will have to put into your enterprise before it is fully birthed into a fully-fledged business is a lot. So the next question has to be how do you feel about it? Your feelings will drive the rate at which you handle your workload and ultimately the quality of your output. This is why experts everywhere will advise you to limit your ideas to an industry or trade that you love and are therefore familiar with. When you enjoy doing something it ceases to be work and the ultimate quality of your work will always be very high. You will stop doing something only for the money and business success. You'll enjoy it.

### **\*Not the time for cold feet**

The next stage here is to move your idea to the planning stage. But even before you sit down to actually write a business plan you will need to be totally sold to your idea. Sometimes doing a little planning ahead will help a great deal in clearing your mind and preparing you for the implementation of the grand business idea.

Planning forces you to focus on the basics of your business idea and gives you a pretty good preview of how things should put out assuming that you have a winner.

Chances are that after you have done a little thinking ahead you will start to gain some confidence of actually seeing this whole thing through.

### **\*Research**

Technology has made it possible to do an enormous amount of research without leaving your desk. There is plenty that can be done online to gauge the idea that you have chosen and to fully win you over. For instance, you can use a keyword search tool to find out the precise number of people who have been using a relevant keyword to your new business idea. You can also carry out searches in popular social media networks like Facebook and Twitter to get a feel of how your idea will impact the market.

### **\*Conclusion**

This is a key stage in the development of any new business and naturally it has to be given plenty of attention. After you have decided to go ahead with your idea there will be no stopping or looking back. Therefore, there is nothing wrong with taking your time to be sure that you want to go forward with your idea and that crazy as it is it has a good chance of being successful.



*“No army can withstand the strength of an idea  
whose time has come.”*

*-Victor Hugo-*

## **6. Don't Be One More, Be The One**

In a world flooded with entrepreneurial ideas, business differentiation is the only strategy that will make your idea unique. There is every chance that several people will have a similar business in the same industry. Differentiation is not about outshining competitors but rather establishing your business idea in a manner that makes you memorable and extraordinary in the eyes of your business prospects. To distinguish yourself from the rest with one new business idea, implement the following proven strategies:

### **\*Anticipate customer needs**

The ability to accurately predict customer needs and problems will go a long way in handling objections that are likely to be hurled your way. Whether it is an upcoming idea or something that has been in existence, study your clients well and determine what they require. What unsatisfied needs do they seek outside your business? If you are a graphic artist offering design work for instance, customers may have problems in handling the print process. Once you realize this, your duty is to expand your line of services and offer them print advice and services to keep them all under your umbrella.

### **\*Establish an outstanding selling proposition**

The selling proposition that you employ will position you in relation to competitors. How can prospective customers benefit from your company? In your advertisements, leave aside the usual selling proposition and educate your prospects instead on their exact needs and how your products or services are set to meet these needs. Be proud with your product and you will surely survive. What is it that you offer different from other businesses? If it is an excellent customer service or a sales promotion, use it wisely as your selling proposition. This is the Y generation which is so sensitive to adverts, so minimize the selling language and use the information-giving route to establish a burning desire in customers.

### **\*Analyze your industry well**

There are several sections of your industry which fetch god money, but companies have not specialized in any section yet. In other words, see ahead and try to predict the products and services which might be profitable over time. It is good if such services are not in the industry yet. Begin a gradual introduction and market them properly. If people will see you as an entrepreneur who avails goods and services once they hit the industry, you will be labelled as a 'top provider' and this will make you unique regardless of the competition.

### **\*Go parallel but in front of competitors**

Standing out means doing what your competitors never do and giving the one thing they never give. If they are using price as a promotion strategy, shift gear to extra value as your selling strategy. Rather than dropping your prices, look at something that you can add to the existing products and services. Is it an excellent customer service or something like free shipping services? If you run a salon, consider a free chair massage as an added service. For someone selling products on the other hand, gift cards could be ideal in moving away from competitors.

### **\*Talk to your trusted clients**

Staying in touch with your closest clients will help you determine your stand in the industry. This is also a good source of the surest customer feedback. Let them drop hints of the products and services that they lack. No one will understand the very needs of customers than the exact people who buy from you. Take around five of your best customers for a launch talk and get their opinion. At the end of the day, they will offer helpful insight on the most unique positions in your industry.

### **\*Offer an outstanding guarantee**

If you can offer a guarantee that your competitors don't, you will surely stay unique. This means you have to prepare well and provide products and services that you have tested and are sure that they won't fail. Although this frightens some individuals from the onset, it works to your advantage in the long run. Come out and announce your guarantee to the general public. Even so, be careful not to compromise your gains just by offering unusual guarantees and extra products. Ensure that you will still make profits no matter how small the margin may be.

### **\*Aim at changing the world**

Inasmuch as your aim is to make money, this is what everybody does. To stand out, have it as your vision to leave the world better than you found it. Through the products and services that you offer, look for a way by which you will transform the people and the world around you. This does not necessarily mean pumping all your profits back to the community. In real sense, you will not be expected to spend an extra cent in order for you to change the world around you. It all starts with the kind of products and services that you offer. In choosing your niche, go for something that will leave a positive impact on the people around you. For instance, one young entrepreneur started a company called Signal Diagnostics, which detects diseases in large masses over a short duration.

It is a matter of being confident but not arrogant. No matter how new your idea may sound, never mind as long as it can transform lives and make the world better. The idea is keeping a positive mentality and market it in the best possible way. If you delve into the field of technology, think of the social impact that the technology will have. If it is positive, be sure that you have set up a unique business idea that will set you apart from the rest in any part of the globe.

### **\*Uphold change**

This is one of the greatest ideas which you should have in mind. The world changes at a very fast rate and what is relevant today may be useless tomorrow. As you get into the market, therefore, be in touch with current trends so that you don't find yourself offering obsolete products and services.

In summary, being unique in any niche is all about trusting your intuition and moving opposite to the masses. Be confident but not arrogant. The fear of failing mostly drives entrepreneurs to introduce what has already been provided in the market. Not even the greatest innovations started big. They all had objections and setbacks but in the end they proved to be exceptional ideas and made their creators role models, each one slowly became THE ONE.

*“You grow ravenous. You run fevers. You know exhilarations. You can't sleep at night, because your beast-creature ideas want out and turn you in your bed. It is a grand way to live.”*

*-Ray Bradbury-*

## **7. If Time Is Money Then Get A Big Wallet**

Developing a business idea is a tedious and complex process which requires patience, research and effective time management. If you don't plan well, the long to-do list could throw your day into disarray and make you feel helpless. It could also stretch you too thin! This is something that can be avoided by following some techniques and steps of time management.

### **TIME MANAGEMENT TECHNIQUES**

#### **\*Change your time management ability before anything else**

Put in place mechanisms that helps you control your time in a better way. If you discover that you are a slave to your incoming emails and especially if you have a pop up or sound system which notifies you of an incoming email, then it's imperative that you turn it off. For most business owners and executives, this is one of the biggest hurdles which they face on everyday basis. Make a firm decision regarding when you should be looking at your emails and when not to. For instance, you could check it early in the morning, once during the lunch hour and a few minutes before close of a business day. Just in case your organization has an internal policy that requires that you be interrupted with emails, it's advisable that you ask them to review it. There is no doubt that an involuntary email is one of the biggest detractors in the world today.

#### **\*Be ready to make drastic changes**

There are always several ways of doing things, some of which are much better than others. You need to look at these methods and bring in some level of creativity. Consider questioning your habits, routines and the ways which you use to defend your time when other people want to dictate that you use it. Look at how much work you need to do in developing a business idea and find out where you can direct your time. This will help you do more within a very short period of time.

#### **\* Maintain a time log**

This technique will help you know how much time you can spend on one task before you move to the next. It can even be much better if you maintain a time log that covers the entire week. When you do this, you will certainly be amazed at how productive you can be even when there are several interruptions coming your way. Many business executives and managers can hardly be on

the same task for up to 30 minutes and if you are one of those who face this problem, you need to make some changes. Write down how you expect to use your time or alternatively, you can use free online tools for maintaining time logs. This will assist you in judging your time management issues in a more open and objective way.

#### **\* Prioritize your activities**

The development of business ideas can be categorized as short term or long term. Planning for short term and long term tasks is very important. Note down what you think you will need to do and balance your time between these tasks. Give more time to short term tasks. To ensure that nothing is left out, it's important for you to use your activity planner to schedule when certain tasks require to be carried out. Use your mental judgment to determine which of these tasks should be ranked as urgent. Don't prioritize tasks depending on which came to your mind last or according to which shouted the most. If you do this, there is every possibility that you will miss the deadlines for important projects.

### **STEPS OF TIME MANAGEMENT**

To be able to manage your time well, you need to know of the best steps to follow. The following five time management steps can come handy when planning business ideas.

#### **\*Relax and be composed**

Business tasks cannot be completed at once, so you need to take a step back and relax after a day of hard work. This will let you think of how better you can approach these tasks. This should work well especially if you are under immense pressure to deliver within a given time frame.

#### **\*Draft a good plan**

Someone who has good business ideas puts them down. If you jump into these tasks without writing down the order of tackling these important tasks, you will soon be overwhelmed. Notes keeps you pointed and focused towards the right direction. Come up with a good plan that details the task at hand and the proposed methods of attack and so you will be able to manage your time properly.

#### **\* Delegate assignments**

You cannot be at a position to do everything yourself, therefore it's advisable that you outsource these tasks. By involving several other people, several tasks can be completed all at once. However, this is something that needs to be handled with caution as you should know who to trust with which tasks. You should delegate tasks based on skill level, experience and a wide range of other fine skills.

**\*Deal with most important tasks first**

Some issues can be more pressing when compared to others and it makes sense that you separate them. Regardless of how many tasks needs to be handled within a given time frame, you will be better off by isolating them and tackling those that are more urgent first. You may also start with the biggest task because this will help you deal with the remaining ones urgently and most effectively. You can relax and focus much better on the smallest tasks which will remain after the biggest chore has been completed.

**\*Plan again**

You may need to do a review of the tasks which you have been working on and find out if some of them can be rescheduled. This is because as you move on, priorities may change somehow. This will help you avoid a scenario where you will be strapped of time.

Sometimes, you have to totally disconnect from work and LIVE, your friends need you, your family needs you, learn not to mix their precious time with your working hours. These techniques and time management steps can help in ensuring that your activities are in good order, reduce your stress level, keep you more productive while working on business ideas, help live a less stressful life, being able to manage and finish more than one task at a time and leave a little time for personal stuff also.



*"Daring ideas are like chessmen moved forward: they may be beaten, but they may start a winning game."*

*- Johann Wolfgang von Goethe-*

## **8. Let People Know You're About To Rule**

Great ideas often go unnoticed due to a lack of interest or promotion. You or your company may have a concept or solution that has the potential to change millions of lives, but without building that loyal fan base, you're going to have less success getting off the ground. In order to ensure your success, follow these steps to get people interested and achieve a strong customer base before going public.

### **\*Word of mouth**

People talk with each other so give them motives to talk about you. This is essential, make them love your idea as much as you and don't be afraid talking about your project. Prepare a nice speech about it and don't improvise, be natural, make a script capable to convince anyone your product or service is the best they can get. Taking notes of questions and comments that future customers might ask and say will help you bring this speech close to perfection. It is important to communicate what you'll bring into the market, how will you bring it and what will make you unique. Prove them that buying from you and not from your competitor will satisfy their need in a better way.

Maybe you have the best business idea in the world but it is pretty much worthless if nobody knows about it. Letting others know about your project is fundamental, use all the tools and knowledge you have to do it.

### **\*Identify Your Target Market**

While your idea may benefit a huge customer base, what is the demographic or age range that is going to see the most benefits? Start by defining and identifying a smaller subgroup of your population, preferably one that is going to be immediately interested in your idea. To save both time and money, target this group directly. In some cases, you may want to use direct mail campaigns, since they can be a great tool for defined audiences. Make sure that you've identified their age, gender, specific needs related to your business ideas, income level, and place of residence. You may also want to reach out through social media, specific in-person events, or email, but keep in mind that it may be more difficult to reach your audience through these methods. If you're doing a direct mailing, offer a small contest as an incentive to ensure you get a large range of responses.

### **\*Create a Referral Program**

While starting with a loyal customer base is the first step, you then want to make sure that your fans are bringing in any potential interested parties. One of the best ways to increase your fan base is to design a referral program that rewards your customers for bringing others into the customer base. Many of your potential customers are going to have friends, coworkers, or family members who will also benefit from your idea so referrals are a natural process of growing a fan base. When you're preparing to launch your big idea, it may be beneficial to have a small preopening event where customers can bring friends and family members to experience an exclusive experience. Tailor the rewards program to your big idea, and make the rewards based on discounts, gifts, or even invitations to special, closed-door events.

### **\*Use the 80-20 Rule**

Although when you're building a customer base, you don't want to alienate people, it's not always a bad idea to lose a few potential customers who are going to create headaches and detract from serving more valuable customers. One rule that's often used is the 80-20 rule which states that about 80 percent of a company's business comes from only 20 percent of its customers. When you start to build interest in your idea, identify the fans which are going to be most valuable for your idea. These may be customers who have the potential to spread your idea, or ones that are going to benefit from the idea the most. Make sure to treat those fans particularly well and invest extra energy and resources into satisfying them by going above and beyond the typical call of duty.

### **\*Build Strategic Business Alliances**

Find businesses or companies to partner with. These should be companies that have a common customer demographic but are not actually in direct competition. This is a great way to expand your fan base easily. The customers who already trust those businesses are more likely to follow their recommendations and perceived endorsements. Talk to the businesses and see how your idea can benefit their fan base and if they would be willing to share your idea with them to generate interest. Most businesses are willing to work collaboratively, especially if you are not directly competing for their customers.

### **\*Use Social Media**

Social media is going to be a huge force for generating fans and interested parties. You never want to create just one social media site, but if your time is limited, focus on a few main sites to promote yourself. Offer a reward to people who follow your page and share with others such as a discount or other small incentive. Update your social media sites on a regular basis to keep your customers interested and engaged. Social media sites are free, but remember that they're going to attract a lower quality of fans in most cases. Many people will display interest online but not actually be interested in the idea when it comes out. With social media, target the fans that seem most invested in your idea and employ the 80-20 rule.

### **\*Build Anticipation**

Fans and potential fans always get more excited when a new product or service is going to launch. Before you even start your marketing campaign, you should have some sort of a timeline for when you're going to be available on the general market. As soon as you have a social media account for your idea, build fan anticipation by letting them know that you plan to launch in a certain time frame. You can use a count-down clock or use another method to ensure that your fans know that they have a limited amount of time to be involved before your idea is going to be released to the rest of the world.

### **\*Consider Local and National Events**

Sharing your great idea doesn't have to take place online only. If you live in an area that's going to benefit from your idea, you may want to show up at a few local events and promote your idea. Street fairs, farmers markets, and charity events can be a great way to reach a large group of people. You may even want to take advantage of large events that attract people from around the country or world. If your idea may benefit people in a specific organization or area, look up conferences and attend if possible.

These are some of the best ways to create friends and fans for your great idea. Put these ideas together to create a cohesive and thorough strategy and then follow-up to see results. You'll be amazed at your results even before you launch.

*“A mediocre idea that generates enthusiasm will go further than a great idea that inspires no one”*

*-Mary Kay Ash-*

## **9. Don't Let Them Eat You**

'How sustainable is that niche?'

'You are virtually inexperienced!'

'You have not even set one foot in a business school!'

Maybe you have heard these statements, once, twice or more. These are the naysayers. But how do you deal with these negative voices in your business? Are they to be shunned? Is it worth listening to them? You have a great business idea and you can see it grow into a giant business in your mind's eye. But the naysayers will not give you a break. They will be there every step of the way. Here is how to take care of all the negative energy:

### **\*Direct them to their own situation**

Well, not all naysayers are out to see your downfall. Sometimes it could be a parent or close friend. They are somehow trying to manage your life. Just politely point to a situation in their lives they need to re-direct their energy to.

### **\*Take it as positive criticism**

Sometimes negative opinions could point to loopholes in your business that you had overlooked. It is important to consider some really crucial points that the naysayers may raise.

### **\*Ignore them**

Sometimes you may need to ignore the opinions brought forth by naysayers. Taking something to heart could not only hurt you as a person, but your business too. You may find yourself subconsciously doing what the negative voices have said which could see your business idea go down the drain.

### **\*Invite them to join you**

If the opinions brought forth are genuine, you can request the one giving the opinion to join you in the business. Most people will back off. If they don't, they could help you by being able to see things from a different angle, which is not too optimistic.

### **\*Ask for a different approach to the same**

If one thinks that you have taken a wrong approach, ask them to show you what approach they'd rather take. Don't be surprised if you get a blank look, a red face and a murmur for an answer.

### **\*Thank them**

It is important to thank them for taking time to share their opinions, promise to look into them and provide feedback.

### **\*Take it as a compliment**

A good approach to negativity is to take it as a compliment. If one claims that you are inexperienced, you should take it as credit for being daring and smart enough to get into a niche you don't know much about and thriving in it.

### **\*Argue based on facts**

If the opinions are without any basis, or out of the speaker's knowledge, you need to counter them with accurate facts. Remember that you need to argue calmly and very smartly. When they see that they had erred, they will back off. However, ensure that the facts are accurate, as this could result in more ridicule.

### **\*Avoid them**

If the naysayers' opinions leave you demotivated, downcast, frustrated, full of negative energy, then it is advisable to avoid them.

After knowing how to protect your business from naysayers, and better still how to turn their negative energy around, let's focus on how to keep bad reviews at one low level!

Well, with the web, you will find customers writing reviews of the services and products they have used. These could be on your company's website, on blogs or even on Amazon. There are people who like to write reviews on a range of products.

To be realistic, not every customer will be happy with your services. From time to time you will have to deal with an unhappy client (for example there are lots of people hating Apple devices

and writing bad reviews all over the place but that will never bring the company down). So, how do you ensure that such customers do not take their dissatisfaction online, or even spread it via word of mouth? Worse still, there could be unscrupulous people whose sole aim is to soil your image on the web. This is how to go keep negative reviews at bay:

**\*Ensure your business website ranks among the top 10 on the biggest search engines, like Google.**

The best way to ensure this is to keep updating content. Have a blog on your website, and post fresh content. Have social media accounts for your company and interact with the clients. If a client complains, prioritize this and ensure that you report when the problem is solved.

**\*Communicate on the best contact avenue**

It is important for your clients to know how they can reach you best. If it's via social media let them know. This will avoid negative posts on Twitter, Facebook, and other social media forums.

**\*After purchase of a product, or use of a service, follow up**

Get to know of your customers experience after purchase of a product or use of a service. If any issues arise, you can curb it before it goes viral.

**\*Great customer service**

This is a golden rule of thumb. Your client is a treasure; treat them like one, from the point of contact to the end of the transaction. After purchase service is a great business idea. Offer to install the device for your customer. They will spread it.

**\*Don't get defensive**

If you see or hear about something negative, get open about it. Don't get defensive. Let the client and others know that you are willing to do your best to work on it.

**\*Maintain integrity**

Never put up fake reviews. If your customers get to know the truth, it could be the end of your brand.

**\*Make use of reputation management tools**



Tools like Hootsuite, Trackur, Twitter Search and Google Alerts come in handy to help you get to know what people are saying about your brand. Use them!

Now, keeping the naysayers at bay, and working extremely hard to ensure that your reputation is good maybe isn't all you need to do. Hard financial and social times could come. It could result from a recession, a change in government policy, or even partners who stabbed you in the back. Hard times don't last forever. Don't focus on the terrible situation. What you need to do is keep your business head above the water as the current rages on. Some useful tips that might help to pull through:

**\*Cut on costs**

This doesn't mean bringing all expenditure to zero. You need to be extremely precise in your cutting of costs. If you cut off too much, you could be out of business. A good way to cut on costs is going for cheaper. For example, you could utilize social media for marketing. It is free of charge, unless when paying for ads, which is still cheaper when compared to advertising on TV.

**\*Look for new markets**

Maybe if you have never looked beyond your usual market, maybe outside your local clients, or target market, it is time to see new opportunities.

**\*Talk about it**

Hard financial and social times need more smart ideas on how to survive. Talk to other businesses people and get to know how they are surviving the hard business curve ball.

All in all if your business idea is valid and you really believe in it, it will all sum up to a FIGHT. All you need to do is give it your all, stay focused and work smart at turning the curve balls into SUCCESS.

There is one word that you should tattoo on your brain (or your arm): EVOLVE. Once you materialize your idea and enter the market with your product or service, you may encounter two situations:

**If it doesn't do well** it might pass unnoticed and no one will try copying your business model or,

**Your idea does well** and bit by bit you start making a living from it. You invested a great amount of time, all starts to look good and, BAM! one smartass copies you. This is pretty much normal especially when something is successful, everybody wants to triumph, it's a market law. What can you do about it? Well you can hire someone to kick that thief's ass but this is not the plan... You will mostly end up in jail and he will take all the market share. Bad choice.

What you should do is, like I said, evolve. Trust me, this second opinion is better than the one with paid bullies. Evolving implicates great thinking. Think about what things are not that good in your business and what things can be put one level up. Don't lose time nor energy trying to fight the inevitable. Focus your energy in refining what you already have and don't stop until you reach new goals. You have to be fast, good and keep differentiate yourself from the others by any means you can. If they keep copying you, take it as a bet you have to win, it's you against them. This will keep your mind always alert, always working at one hundred per cent. For example Domino's Pizza did see a bit of a problem in the process of delivering pizza at home: pizza was delivered late, cold and in a bad state. What did they do to attract customers? Simple: Hot fresh pizza delivered in 30 minutes or less! If not it will be free! A bit of a risky maneuver (imagine a slow delivery guy) but a total success.

Don't try copying others, you may not have their amount of money to invest and you can't afford to pay a team that really worth it, but you have something small that puts you in front of them: your heart. Maybe you can give customers a little detail that will make the difference. For example: you sell clothes, prepare some printed thank you cards that say: "Thank you .....for shopping here. Have a nice day and hope to see you again soon!" So each time you sell just ask politely their name write it down and give them that card. I'm pretty sure that 99% of your competitors don't have that. THINK, THINK, THINK, IMPROVISE, HAVE FUN!

*“Often the difference between a successful person and a failure is not one has better abilities or ideas, but the courage that one has to bet on one’s ideas, to take a calculated risk – and to act”*

*-Andre Malraux-*

## **10. Do It And Be Happy**

So, you just started one business from nothing more than one idea, you passed through the beginning and middle stages, congratulations! You've done lots of sacrifices, you had nights with no sleep but you kept on fighting. I have one little bad news: it's only just begun!

Well, maybe it's not much of a secret, but it's the truth. You have put in lots of effort to get your idea rolling, pretty impressive, but there is a steep road ahead, you'll need more time, money and people, and make constant changes if you want to grow big.

In the early stages of development, between distractions, illusions and things that you get done fast, there is quite a big probability that you may have left something behind, something that will further prevent growth. Take some off your precious time and think about the future. Is your foundation strong enough to support success? If not, start building before you need it but build it solid otherwise it will all come crashing down on you sooner than you might think.

There are some aspects during this “time out” that, in experts’ opinions, are vital if you want to evolve and grow your business to the next stage.

Think about the future. Things will change, times change so your initial plan will not work forever. If you have reached so far without a strong plan, please, stop! The downfall will hurt as hell! If not, well, put all you have into a new course. Reflect at what happened in the past, what went good and what went wrong. What did you learn from the past, past that is now history?

Your new plan should consider passed obstacles and build a road that will take you to desired goals without hitches. Set new objectives and explain them clearly to your team or, if you work alone, understand them entirely. This way you or your team will know where you're heading. A business where everyone is working side by side, reaching goals easily, and getting rewarded for high performance is most likely destined for success.

It isn't easy to do it all by yourself. It's important to sum up forces and get rounded by people that believe in the project as much as you do, people that know what you don't. Let's imagine that your business starts gaining ground but you see yourself overwhelmed by the tasks. The first thing to do is to build up a team.

But how will you manage it?

How will you transmit your passion and desire to succeed?

Depending on each individual it can result easy or hard but always it's about gaining confidence. To gain confidence you have to be a good leader, put your team first. Final results will depend on each one but you can't blame them when things don't go the way you want them to and take full credit when everything goes fine, when you succeed.

As you see, another key point in idea development and business running is YOU. Show empathy and don't bring hell onto your team. Listen to your people's needs and suggestions, don't let them see you as a dam with no breach. See differences between being a boss and a team leader that listens and understands. Even if you had a bad day, got into a fight with your friend or wife, don't put it out on your team. Show them confidence and stability, before yelling at anyone take a deep breath and cool down.

Being the captain of your ship help your mates take responsibility of their tasks then distinguish their hard work, make them feel important parts of the project. After all you're in the same ship so, row together! Tell them what your expectations are, give them goals and reward them on completion. If not money, invite them a beer or something, let them know you appreciate them. All of this will happen if you RESPECT each one of them. Treat them the same way you want them to treat your clients, give them your best and ask them to give theirs too. Never let disrespect make room between you and your team mates and you'll make a difference. Respect each one's private life and earn their trust, you ought to know by now that everyone eats, sleeps and does other things in this life that don't involve work. It's really important to establish a line between personal life and work so that your team doesn't end up quitting one by one. Do that by establishing a work schedule, working more hours doesn't strictly mean more work done, not at all.

You don't have to make best friends with your team and go out for a couple of drinks or go on vacations with them. In fact it's better to keep things clear that you're their leader and control everything but don't show off, don't be a sovereign. Don't be a tyrant boss, in my opinion, this type of leader achieves less than one who listens, analyzes and acts accordingly.

See your project and your team as a whole, as a family. For this you have to fully trust the ones that help you and it isn't always easy. You aren't the only one that has to give. All and each one of your team has to see the same goals and show the same attitude. It's really important to

carefully select people that, from the beginning, display energy, professionalism and those good vibes that you're searching for. One co-worker that only waits his payday won't do too much good. Of course you can't play with their money at the end of the month, it's sacred, but we know that it isn't all about money. It is about that dream you and your team joined up for.

Don't be afraid to fire someone when you see that they don't fit the puzzle, when you notice that rather than working with you they might as well sell ice-cream. This type of people will only do harm, they are no addition but only a big dump in your road. Of course it's hard when you kick someone out but there are a lot of other persons out there that will definitely fit your standards, individuals that have that commitment and energy you are looking for. It's just a matter of searching and finding them.

There is still a lot of work to do. Do it with your heart, smile and celebrate each little success but, during your "time out", take some time to identify all those things you have actually done right and don't be shy about celebrating your triumph. You have a lot to be pleased with. Let your team see your recognition along with your vision, your values and goals. There is nothing more enjoyable than achieving glory when you had nothing but a thought, getting FROM ZERO TO HERO. Enjoy this trip, have fun doing what you like most and NEVER GIVE UP. Put your soul into it and you'll get there. YOU CAN DO IT!!!

\*\*\* Like I said, word-of-mouth is crucial for an idea to get promoted. It is also crucial for an author to succeed. If you enjoyed the book, please leave a REVIEW on Amazon. Even if it's just a sentence or two, good or bad words. It would make a difference and I would really appreciate it\*\*\*

\*\*\*Stay tuned for the upcoming series "100 Wacky Ideas That Might Turn Into A Pot of Gold" \*\*\*

