

The Creativity Connection

By: Troy White

*"Cherish your vision and your dreams, as they are the children of
your soul; the blueprints of your ultimate achievements."*

--Napoleon Hill

*"We don't stop playing because we grow old; we grow old because
we stop playing." -- George Bernard Shaw*

*"The average person has four ideas a year which, if any one is acted on,
would make them a millionaire" – Brian Tracy*

How to use this guide

The following guide has been formatted into an 11 step program that you should move through on your own pace. If you follow this and use the exercises and tips you will be on the path of living a life you have only dreamed of in the past.

Starting a business these days can be easier than ever before. The internet has created immense opportunity for those that are willing to try. If people would actually get off their butts and use their mind to create a business, we would see an incredible increase in the numbers of people that are successful. **You are one of the few** that are willing to actually do something – rather than sit back and expect people to hand you everything – do it yourself – **the only way to become successful.**

Everywhere you turn now people are making themselves some big bucks on the internet selling information in a digital format. Now, if you are like me you have asked – how do I get a piece of that ? I can do that, what do they have that I don't ? I will tell you right now, you are as smart as anyone making money on the internet.

The reason others are making big money on the net and you are not is that they took the plunge and started. IT IS THAT SIMPLE ! They found a niche, came up with some ideas on what to sell to that niche and got busy. Now look at them – some of them are making huge dollars on a daily, weekly basis. But remember, they found a niche first. And all of their courses will tell you to do the same – find a niche that you are interested in.

The problem is that few of them write about anything other than how to market on the internet. Some of them do and they use their tools to prove to themselves and others that it applies to other markets as well. Look at Cory Rudl – he got his start writing and marketing a guide on buying new and used cars. Then he was so successful with that he started selling a course on how he did it. Then he saw that there was a large number of people make \$100,000 plus in businesses outside of selling guides on how to make money on

the net. Now he charges people \$17 per month to be a member of his private site that presents 2 interviews and 1 critique of people who make their living (and all make over \$100k/year) on-line.

These people are making very large sums of money in areas that are of interest to them. Do not try and go out and write a book about internet marketing or search engines or anything else that has been done by hundreds of them already. I shouldn't say don't for everyone though. If you have been working in those businesses or have extensive experience in those areas – then yes please do – go after it with a vengeance but make yours different. Most of them are starting to look pretty much the same right now. BE DIFFERENT !

I recommend scanning through the information here to get a feel for the types of exercises and idea sparks first. This may help you focus in on areas that you want to start working with immediately as well as notice the areas you react positively and negatively to – as they are usually the most powerful exercises for you to try. Remember why you are working with this – to create a new life for yourself ! And in order to do so you need to try some new things.

At the completion of this course you will have an information publishing business running from your home (with guides showing you how to get there). Or, if you already have a small business and want to further your growth and profitability then use these exercises to help you come up with some new ideas to enhance your offerings and to make some more profits.

The use of some of these exercises can take your product promotions to new levels and show your customers that you have a truly unique offering that they will love. You will find that these exercises will push you to think of new things and try new things or things you haven't done in a long time. GOOD. You are tired of the direction your life is headed in as of now – right ? Well, lets move in a new direction and make some money in the process !

***“Imagination is everything. It is the preview of life's coming attractions”
– Albert Einstien.***

CAUTION !

Some terms I use tend to make certain people defensive – words like **passion, creativity, intuition, gut feelings, motivation**, etc. The reason many people get upset at the use of these words is that they do not understand them. A major reason why these words are not understood or trained on is that throughout our schooling, we have been taught that the secret to life success is reading out of text books, following exercises and taking tests.

Can you recall being taught how to trust yourself and your internal voices ? These skills were never taught in traditional school and yet we are all born with these skills. Could you imagine if we were taught from a young age to trust ourselves and our internal indicators showing us the right paths in life ?

Creativity is about seeing the problem as having an easy solution. Putting various pieces together and seeing things through fresh eyes – that is what creativity is all about. And Moonlight Motivation is **finding the right pieces** that need to be put together.

Children are masters at creativity as you can see in the ways that they play and imagine things, people and animals around them. Unfortunately children are taught through traditional schooling and parenting that creativity does not apply to most of life's successes. And over time this skill of seeing things differently starts to diminish and they start following the "accepted" ways of looking at things.

"Creativity is all about seeing what everybody else is seeing and thinking what nobody else is thinking." Robin S. Sharma

Listening to that internal voice can guide you towards the things in your life that are the best for you and for the realization of your dreams. Intuition and gut feeling are all about that voice inside. Both words can make people tense but I want to emphasise to you that you are born with these skills. It is up to you to find ways to build on them and use them to find your ultimate dream life.

These skills will lead you in the right direction if you listen – but you have to listen. Throughout this guide there are various exercises that are simple but yet will push you to try some new things that will build on these skills. Remember the saying “try it – you’ll like it” very much applies to your partnering with me on this journey.

Many people believe that if you are not born with certain creative talent you cannot learn it. That’s why we have been trained to keep our creativity inside and our passions to our dreams. I say – BULL! We are all born with all of these qualities but during the course of our lives the stifling influences of society, schooling, friends and family squash those traits at an unfortunately early age. We are told we have to follow logic when it comes to decisions. Well, how far has this advice gotten you so far?

In order to get ahead in life and live the life you dream of you need to get back in touch with these qualities (which you are born with.) The exercises provided are designed to help you to rebuild the skills you were born with but have ignored for too long.

So PLEASE do not dismiss these exercises – they reveal so much more than logic does and will lead you on the right path to your dream life. Remember this – society says that in order to live a good happy life you should follow the status quo (do what others are doing). Look around you – how far has that advice gotten 95% of the population ? Your friends, your family, your co-workers – do they seem totally content with their life and future prospects ? I can bet you that they are as unsatisfied as you are or more.

First and foremost, do you have the passion for change? Passion is the burning sensation in your heart or stomach that tells you that what you are feeling is significant. When you find that true passion it will drive you into areas of life that you have never discovered before.

We have all had them – those gut feelings that sit with you and make you wonder why you feel that way and what you should do about it. When you find that feeling – **trust it – it is your best friend.** That feeling can take you through life and **lead you in ALL the right directions.**

Ask any successful person out there if they trust their gut feelings. I can guarantee that **100% of them trust their gut feelings**. This is not rocket science. We all know to trust our gut feelings – right? Maybe we know but we don't listen. We ignore it because it is telling us to take a risk. Chances are that you are like most people out there – you have had that feeling about something and have ignored it for some time. What I want to show you is how to find that feeling whenever you need it, and how to use it to your advantage. Training is the key to improve any skill and that gut feeling is the most important tool you own.

Whatever you can do, Or dream you can, begin it.

Boldness has genius, Power and magic in it.

Begin it now. - - Goethe

THE TOOL KIT

Lets start with getting some important tools together to start your path of idea generation. This kit contains tools that are critical to discovering your future profit powerhouse.

- **A NOTEBOOK!** Any kind will do. But, keep it personal and yours. A notebook will work fine but perhaps a funky journal from a bookstore is more your style. This notebook is now your best friend. It goes everywhere with you! It replaces your purse or your briefcase. It will end up holding the most powerful information inside of it. Something so simple can have so much power if it is used properly !
- **A PEN!** Not just any ordinary pen but a pen you are comfortable writing with and one that sparks you to want to write.
- **POST-IT NOTES!** If your notebook is not handy – you need to keep those ideas before you forget them. Keep yourself armed with post-it notes around you constantly.
- **DIFFERENT COLORED PENS, FELTS & CRAYONS!** When was the last time you wrote with a crayon? Try it again – you will be amazed at how such a simple tool can make your ideas flow much easier.

- **CONSTRUCTION PAPER OR A SCRAPBOOK!** Flipping through a magazine and something catches your eye? Use it. You never know when this idea might generate yours. Glue it to the paper or throw it into a scrapbook.
- **AN ALARM CLOCK!** This is so you don't focus on time during some of the exercises. Whenever time amounts are specified for activities or exercises, set your clock so you don't waste time worrying about the time.
- **DESIRE TO MAKE A CHANGE IN YOUR LIFE !** Perhaps the most important tool in your kit is desire. This one quality will take you to new heights and will guarantee you success in business and in life. Find it, keep it and nourish it – the power of desire can overcome almost anything !

NOTE: A very sad fact on the internet is that less than 20% of the people that purchase books on how to make money actually use the information. Please use the information here, come up with some ideas for your publishing business and get going – TODAY ! I do not want you to be one of the 80% that never use the information. So I am here to help – if at any point in this course you want clarification or help, please email me at troy@smallbusinesscopywriter.com

ASSESSING YOUR SITUATION

What things in your current life situation do you not like? If you could change one thing, what would it be? Chances are that you do have something you want to change about your life – otherwise you probably wouldn't be reading this. What if each one of us changed something in our life to improve it – or to make ourselves happier – wouldn't the world be a better place?

What are your reasons?

Money

Early Retirement

Time for hobbies

Time for family and friends

Time to read

Security for your future

Time to travel

7

Write down these reasons on a piece of paper or 3 x 5 cards and place it where you can see it at all times. It is your motivator. It is what is going to drive you to your success. Once you commit things to paper it seems to flip a switch inside of you and things start to happen. And not only write down the reasons but write down what each reason means to you – you want more money - why ? Maybe for a newer car, house, holidays ? Write them down and be specific with numbers or fixed dates to push you along. (Eg – I will spend 15 hours per week more with my family. I will pay off all outstanding credit card debt within 60 days. I will have my start up business running within 60 days from now.)

Warm Ups

There are a number of phases you will have to go through to find your million dollar ideas, the first of which is the warm up. This consists of exercises designed to help you clear your mind and find the right state that you need to be in to begin your mental workout. These warm-up activities should become habitual daily activities. Everyday try to make the time to do these activities. If you can't seem to find the time for all activities at least try to incorporate one of these activities daily.

- **WRITE!** Write for the next 11 days, every day for 10-20 minutes in your notebook. Sit down and write about anything – even if it is something like “this exercise is dumb, my pen is not working right, my hand hurts, boy I wish it was the weekend then I can go do...” and so on. It doesn't matter what you write about, only that you write.

This helps clear your mind of all those daily things our mind gets trapped into. Try it and stick with it for at least the 11 days – I dare you! See what happens. Now this is a longer-term exercise that you need to keep up even if you find your great product idea right away. Writing will help keep your mind clear and focused. You might find that you never stop this.

This is an exercise that will change your life if you do it – please give it a chance ! There is an immense amount of insight within you waiting to come out and be heard. Your writing will help you find new product ideas and partnerships to follow, solutions to on-going issues you have, easy answers to

questions and so on. The following exercises contain writing exercises so please start to write – like it or not ☺ If you want to succeed in life try this – guarantee it will bring you much closer than you are today.

- **FOCUS!** Write down a question or concern in your notebook. Set the alarm clock for 3 minutes. Close your eyes and concentrate on this for 3 minutes. The question can be anything such as:
 - a. What subject do I want to produce a guide on?
 - b. Where can I help others the most?
 - c. What skills do I have that are valuable to others?
 - d. What career path should I follow?
 - e. Why is the sky blue?
 - f. What type of business could I start and be successful in?
 - g. Where would my talents be of the most use to others?

Write down all those thoughts about that question in your notebook once finished. Don't do anything with it right now – just keep writing in your notebook.

- **DAYDREAM!** Go to your favourite place (a coffee shop, your bedroom). Do not take anything to read but do take your journal to write anything down that comes to mind. Just hang out and think for at least 10 - 20 minutes. Imagine what your life would be like if...Picture it, live it in your mind – how does it feel?
- **DRAW!** Use those crayons from your tool kit! Buy a colouring book if that helps or just draw, doodle, colour, write out your grocery list – anything. Just make sure you use your crayons.
- **LISTEN!** Music is very powerful – close your eyes while you are listening. Listen to your favourite song with the volume turned up (to help the brain's juices flow). Listen to some of your favourite music – and listen loud! If needed, use headphones to keep the neighbours at bay, but loud music can get those brain juices flowing. Then pick some music you never listen to – if you usually like rock and roll, listen to classical or jazz or country. Classical music has been proven time and time again to improve blood flow to the brain and greatly improve your thought process.

- **TIME!** Watch the alarm clock from your kit. Get comfortable and watch the second hand go around for 2 – 3 minutes. Try to quiet your mind by counting one-one thousand, two-one thousand, etc. Notice how slowly the second hand moves when you are in deep concentration. This is tough to do but is very helpful with focus. Practice this daily.
- **TOUCH!** Clasp your hand together in front of you with fingers interlocking. Notice which thumb is on top. Now re-clasp your hands with the other thumb on top. Focus on this task. This is a small exercise that shows how change can be difficult to accept at first but is much easier with practice.

BRAIN BOOSTER TIPS

- Eat foods containing barley and/or high concentrate carbohydrates – proven to build up memory and increase brain blood flow – critical for proper creativity and brainstorming attitudes.
- Get some exercise! I am not going to go into all the physiological benefits of exercise – you know it so just get out there and do it – go for a walk, run, power walk or even just sit around outside- that fresh air can do wonders. Start slow and build up to a good pace. When that blood gets flowing and your heart starts beating faster you will be amazed at the thoughts and ideas that start popping up in your mind.
- Get some relaxation or meditation music to sooth and clear your mind. With technology now it is easy to find this music and download it for free or next to free. Indulge in your favourite pastimes. Go walking, running; go to restaurants, cafes, coffee shops, pubs, the gym, play music, listen to music, paint, draw, sculpt, read, etc... The list can go on but it is up to you to write down everything that interests you.
- Use your lunch hours and after hours. Take your notebook with you to work – or, if it is too noticeable, go to the dollar store and buy a smaller notebook that will fit in your pocket. Always keep it with you to write down ideas and insights.
- Always keep thinking about this question “How can I _____?” This is where you need to go back to your list of things you want to have in your life.

**Everything that irritates us about others can lead us to an understanding of
ourselves. -- Carl Jung**

I have a basic formula I use to create and evaluate new ideas. This is the exact formula I used to build a list of 300 ideas in no time at all. This is what I recommend but I also think that some people have their own system they prefer – if it works – do it.

The 5 Step Profitable Idea Kit – EIDOP (sounds like eye drop)

Step 1 – Explore – Gather information about everything. The exercises you will find in here will help you analyze areas of your life that you should focus on for your information products. Lets say you decide you collect stamps as a hobby and you have decided to write an ebook on this subject. Start researching the market – online, offline, library, stores etc. Collect as much information as you can find. I would recommend listing off right away the exercises that you like the most – write down your answers to them immediately upon reading them. Then do the ones you don't like the sounds of – because they are probably the ones that will work the best for you !

Step 2 – Imagination – Generate a ton of ideas with the use of creativity and brainstorming techniques outlined here. Try and get your mind used to blurting out ideas without criticism. And keep on blurting until you can blurt no more. Do not pick any ideas – just keep writing them down

Step 3 – Devise – Select an idea through using your common sense, your research and further brainstorming and narrowing ideas here. Figure out which markets will pay for your information. Who are the experts in this field, what is lacking for information with this idea.

Step 4 – Optimize – Improve the idea by testing in the different means listed in the Marketing section. You need to test to find out what works best and what else you can change or add to your offering to make it 10 times better than anything else out there.

Step 5 – Perseverance – Never give up on your vision and your dream. There will be rough times – guaranteed! Show me something in life that does not have a bumpy path to achievement. But the key here is to keep testing different methods until you find some that work. And there is a million different tools available to you for free or inexpensive testing. Lots of them are listed in the resource guide at the end and there is many others I will be recommending to you over time via email.

So here you have a system that is proven, tested tried and true. Use it in your discovery and you will easily create 300 profitable ideas in 11 days. The key now thought is to get started with your discovery and do not look back. Remember, if there is ever anything you want clarification or help with to email me at troy@smallbusinesscopywriter.com or call me toll free at 403-259-4566.

STAYING FOCUSED

Staying focused on the project at hand can be hard. This is one of the biggest issues that I have always struggled with myself. I am an ideas-person so I always have way too many ideas floating around in my

head. And that leads me to get on a tangent on one, two or three ideas at once, which in effect means I am not giving any one idea the focus it requires. So what can you do to stay focused on ideas and projects?

Here are a few things that have worked for myself:

- **Get a day timer** – they cost as little as \$10.00 for a decent one – one that shows a week at a time with room on each day to write things down. This lets you plan a week out easily and see at quick glance what you need to get done.
- Turn those dreams and objectives into **to-do items and deadlines** to move forward. Put these dates in your day timer. Make sure that these are realistic though – do not tell yourself that you will write a book and have it published within 2 weeks if you have never done it before. Say it will take 6 months to write and publish. But you need to start writing – give yourself 2 weeks to have 20 pages – 1.5 pages a day. Break it down to smaller chunks to be more manageable and feasible.
- **Form a “Mastermind group”**. Napoleon Hill, author of the multi-million copy bestseller "Think & Grow Rich" emphasises that this is one of the most important steps that can be taken to achieving your dreams. This group ideally has 4 or more people (remember though that you can start with 2 people and build from there) that can help you with ideas to move you towards your dream life. And a variety of personalities and backgrounds can be good also so don't worry that people all have to be the same or they won't get along. There is more electrical energy in the air when you have a group of unlike minds brainstorming rather than a group of like minds. Why? Because unlike minds see different aspects of the project and these differences when brought to light can bring up new ideas or creations. Start with one or two people and grow your group and quickly as you can manage it. Try to meet once a week or every other week if possible. So start thinking about people you know (or would like to know) that would be a good addition to your mastermind group. Approach them with the proposal and be prepared to some trade some ideas for their time. For example if one person is also looking to make a change in their life – offer to be a part of their mastermind group. Or if another person has a small company they run – offer to help with brainstorming new ideas for promotion for their company.

**** NOTE:** On the internet, you are going to hear of Joint Ventures and how they can make or break your publishing business. Joint Ventures are arrangements between 2 publishers to self promote each others products for profit and or recognition. The Master mind group you form at the start can be your eventual JV.

If you all get together to discuss ideas and how to get them up and running quickly, you can all profit at the same time. So think about one person you know who wants to start their own business – call them and start talking about regular meetings. Do it ! But make sure right from the start you agree that you are getting together to help each other start their own business **not as a partnership** in the same business.

Partnerships can be dangerous to a friendship so go it alone.

There is an absolute ton of things you can do to wake up your mind, jump start your inborn creativity and find out who is lurking inside your docile mind just waiting to jump out.

Read through each idea spark and note which ones you would like to start with. Then note which ones you do not want to do. Both will be helpful – the ones you agree with and the ones you disagree with.

As you go through this process you will find some things that work better for you. Notice which triggers work best for creativity and idea generation – maybe it is smells, sounds, water, walks etc. And write down any triggers that work especially well for you. Here is a quick list for you to keep in mind for idea triggers and creativity generating environments:

- While doing anything repetitive – painting, colouring, manual labour etc
- Listening in on a speech or sermon
- While out for a walk or run
- Intense exercise – aerobics, biking, martial arts etc
- While reading a novel
- Upon waking up in the middle of the night
- Driving in your car
- Relaxing
- While in a meeting
- Meditating
- Showering
- Note which other ones work great for you !

The key is that you have to do it. Stop thinking about it, stop talking about it, stop reading RIGHT NOW – and go do step one!

PLAYTIME PASSION - STEP ONE

Remember when you were a child? Remember the things that you enjoyed and that consumed your days and nights? Sometimes these things are easy to remember and other times a little reminder helps out.

The following list contains things you may have done when you were a child and may still do. Look through the list and make notes on which ones stand out for you – both for the good memories and the bad memories.

When you look through this list you will find that some things will make you feel different. Maybe you cannot put your finger on what feels different just something does. Listen up ! When your body tells you something like that please take note and write down which item made you feel that way – make a note that your stomach turned or your heart fluttered or you got gas and the cat passed out or.

Your past interests can be an amazing tool to find your true passions in life today. Unfortunately we tend to forget about the things that were so important to us in the past because we get wrapped up in our busy lives. Look at the list and remember what you can about **each** item. The ones that give you that feeling inside are the ones you want to pay attention to.

One of life's biggest disappointments is how quickly we encourage kids to grow up and act like an adult. How far has that advice gotten you ? Are you happier as an adult than you were as a kid ? Most of society would love to go back and enjoy the simple pleasures in life and get back some of that freedom we gave up as we got older.

Reliving some of those joys that kids live every day is one of the simplest exercises you can do to improve your life and the way you look at problems and issues. Bringing that zest for life into your own business will make your company stand out from the crowd and attract as much success as you dream for. Look at

those people that took the plunge, started their own company, absolutely loved what they were doing and went on to make statements like “I never worked a day in my life since I became my own boss – it is too much fun to be work !”

Action Figures	Art classes	Airplanes	Archery	Board games	Basketball	Baking
Baton twirling	Blackboards and chalk	Beanbags	Biking	Binoculars	Bird watching	Blocks
Butterflies	Bowling	Cap guns	Cracker Jacks	Clay Creations	Caterpillars	Cots
Books	Boomerangs	Bubbles	Bug Collections	Boat sailing and building	Card games	Carpentry
Cards	Costumes	Chess	Candles	Camping	Checkers	Cats
Clay molding	Construction	Coloring books	Cartoons	Chalk boards and drawing	Cars	Cooking
Computer games	Crayons	Chemistry	Dancing	Dollhouses	Dogs	Dominoes
Dolls	Drumming	Dune buggy	Electric toys	Exercise	Elephants	Elegant party
Dice	Dreams	Energy	Football	Firecrackers	Frisbee	Finger painting
Flower pressing	Finances	Forts	Guitar	Games	Gardens	Garages
Golf	Gymnastics	Hunting for bugs	Horseshoes	Haunting	Harmonica	Harp
Hammocks	Horoscopes	Helicopters	Hiking	Hockey	Jewelry making	Juggling
Jumping rope	Kaleidoscopes	Kites	Knitting	Letter writing	Listening to music	Lumber
Mummies	Magic tricks	Magnets	Microscope	Magnifying glass	Marbles	Marionettes
Model making	Musical instruments	Masks	Nature walks	Needle point	Paper airplanes	Paper mache
Plants	Pipes	Photography	Piano	Playgrounds	Ping pong	Poster coloring
Puppet making and play	Pool	Puzzles	Rocks	Remote control cars, boats planes	Reading	Robots
Slides	Skiing	Snow men	Star gazing	Scare Crows	Silk Screen	Soap Making
Ships	Sleds	Science	Scrap books	Scrap yards	Sand boxes	Rope
Skating	Stamp collecting	Skateboarding	Sketching	Tires – old tires and tubes	Twister	Trampoline
Tea Party	Tents	Trading cards	Telescopes	Swimming	Strings	Stickers
Train sets	Tools	Traveling	Violin	Volleyball	Video games	Walking
Whistling	Wagons	Whittling	Walkie Talkies	Writing	Xylophone	Wilderness
Yoga	Viewmaster	Yo-Yos	Yarn	Zebras	Zipper	Zoo trips

There is many different ideas here waiting to happen. If you have a hobby that is related to one of the above activities – you are on to something – write it down !

Information Ideas

101 ways to make money from your art

Secrets of baking success

Butterfly hot spots around the world

Training your old cat new tricks

Money making Kite Ideas

Mysterious Money from Magic

Travelling for dollars

How to travel the world on \$1,000

10 steps to Science success – Teaching your kid the basics

CREATIVITY EXERCISES:

- Go to the best candy store around and splurge on yourself – buy a Pez dispenser, liquorice, swizzlers – have fun – remember what it was like when you were a kid? What was your favourite thing to do as a kid ?
- If you could be a Superhero which one would you be? Or would you create your own? What is the outfit like? Special powers? Write it down.
- Listen to the questions that kids ask – they are experts at creativity and honesty. Watch them play and learn – they are masters of excitement, focus and imagination – try to copy some of their traits and use them in every day life.
- Buy some water based finger paints – get a friend or two together with some large sheets of brown paper – or a white table cloth – and have some fun – pretend you are 5 years old – what would you paint?!

- Pretend you are 2 or 3 years old – ask why to everything you see. Why is the sky blue? Why is it raining? Why ? Now ask these why questions about all businesses that you have been interested in the past. (Ex. Why do coffee shops all have a similar set-up ? Why don't coffee shops have more music ? Or more social activities ?)
- Do something totally out of character – with friends or with strangers – it doesn't matter.

Product Promo Tip

If you have an existing company and are looking for new ways to promote or advertise – pay attention to the above list ! There is over 160 different ideas there that may help. Think about it – you are looking for ideas for your custom gift baskets and you start looking through this list for ideas. Maybe have art classes for free where people can decorate their own gift baskets. Or maybe you start doing gift baskets for kids birthdays – consisting of toy trains, bubble machines and books. Or what about bug collecting gift baskets with nets and jars and magnifying glasses etc. Or a friend is going away on a trip somewhere you could build gift baskets for the travelers with film for their camera, first aid kits, waterproof pouches, money belts etc. There are lots of ideas out there if you put your mind to it and try some new things. If you look around at society and small business – the problem as a whole is that everyone expects wonderful things to happen in their personal and business lives but they never do anything to get there. Back to the saying – “if you keep doing the same things day after day you can not expect the results to be any different“

HAPPY HOBBY HOLIDAY - STEP TWO

People are highly motivated from hobbies that they enjoy. Hobbies can also end up consuming a large percentage of their free time. Friends and family are always complimenting them on the amazing work they have done on their hobby: "Can you build/make me one?". That's usually how it starts. Make something for friends and family – word starts spreading and the next thing you know, the income from your hobby replaces the income from your full time job. What is increasingly important to people is ways to save time. There is some great product ideas for how to guides on easy craft creation, or money with model planes or any type of hobby has people constantly looking to upgrade their knowledge.

Go back over the list from week 1 and look at your notes. Which ones still make you feel funny ? Write it down ! Write down hobbies you have now or had in the past and unfortunately gave up on them. Not everyone has hobbies so think back to things you may have tried a couple times but never pursued. I tried numerous musical instruments (all of them I tried for a short amount of time ;-) and gave up on all of them. When I look back now though I don't have a passion to take up a new instrument. Do you ? Write it down if you do, or if you don't.

CREATIVITY EXERCISES

- Go to a crafts market or a flea market – and really look around at what people are selling – what is missing? What catches your interest? Why does it appeal to you? Write it down.
- Pick one of your hobbies or pastimes and write it at the top of the page. What problems do you see with that particular hobby or industry – is it hard to find parts, information or help when you are looking for it? If it is, start thinking about solutions to these problems. Start thinking about classes you could teach; instruction manuals you could write; crafts you could sell; people you could help.
- Look around the room you are sitting in – pick an object that stands out to you – what is unique about it? Why is it unique? How does it apply to your question?
- Read the classified section of the newspaper in its entirety. What are people selling? What are they looking for?
- Think about everything that you have enjoyed in your life since you were 5 years old.

- Find a grassy hill and roll down it – remember how much fun that could be? Well go out and try it – you will feel 10 years younger with this simple exercise.
- Jump through a sprinkler ! Or go to a park with sprinklers and jump through – invite the neighbour's kids over to join you.

COLLAGE COLLEGE - STEP THREE

I recently read a question that made me think, reflect and question everything that I thought I knew about myself – “what legacy will you leave your family and community?” It is one of those questions that you probably had never thought of before - I know I never had. But it started me thinking about what I want to leave to others when I am gone? If you sit down and think about your answer, it is not as easy as you first thought.

If there were one, and only one thing you could leave to others, what would it be? Doesn't that question give you that gut feeling that it is powerful? To me it did – it made me think about a lot of things in life that I felt were my strong qualities – but which one of them was the strongest and worth everything to myself, my friends and family? Not an easy one to answer! Think about it. Could you summarize this question with a one or two word answer ?

CREATIVITY EXERCISES

- Go to the zoo. Watch children's faces as they light up with delight when seeing a tiger for the first time. Or think about the animals. Just what are they thinking ? What about animals do you enjoy the most (companionship, safety, comfort etc) ?
- Go for a walk anywhere, new or old. Try and get into the habit of walking once a day or once very other day. Walking is one of the most powerful idea generation techniques out there – so bring your notebook !
- Ask yourself – “What would I do if there was a cash reward of \$100,000 for solving this problem within the next 2 days?” “Or what if there was a cash reward of \$100,000 to you if you come up with a creative business concept in the next 2 days ?”

- Invent something – look in your junk drawers – find a couple items that stand out – find a way to make them work with each other or work in a new way or for a new use.
- Rent your favourite funniest movies and laugh, laugh, laugh!
- Close your eyes and imagine yourself being able to actually massage your stress points in your mind. When you first close your eyes, concentrate on your breathing – feel the breath go in and go out. Concentrate on this until you feel some of the tension come out. Feel the tense spots and pressure points? Lightly mentally massage out the tension – feel the difference it can make.
- Create a collage – get out some construction paper, scissors and tape or glue. Find some old magazines and newspapers and start cutting out headlines and pictures that sum up your goals, motivations, dreams and aspirations. Find a headline that really stands out to you as a statement and put it right in the centre of your collage. Try this ! It is fun getting dirty and being a little crazy with some scissors and glue ☺ Here is an idea with this “Cash from your Collages”. Sound crazy ? Have you been to a scrap booking store lately ? They are popping up everywhere and they are selling products like hot cakes !

"Reflection is one of the most underused yet powerful tools for success." -- Richard Carlson

RECESS RENDEVOUS - STEP FOUR

First of all I want you to think about everything that you have enjoyed in your life since you were 5 years old (or if you can remember before that great). Now write them down – don't complain about it, just do it. Now, how many of those things would be actually feasible to get or to do in the next 2 weeks? Find one that truly fascinates you or makes you wish for... – and you have one of the keys to your success. Now, lets say you found that your passion then and your desire now is to build model train backgrounds or scenes. Well, what do you think the chances are that there are other people in this world that might be interested in the same thing? Chances are good that you are not the only one interested in the same thing. Is it worth your happiness to do something about it? If so, I want you to follow me from here on.

Please do this – it could be the most incredible experience of your life. Start brainstorming about ways to get in touch with these people with common interests and hobbies. Come up with 30 ways – and that is easy. All it takes is some thought; some paper, a library card and internet access for research and you are set. Start joining discussion groups on the internet that are related to your hobby or idea in mind. Find out if there are local chapters of groups that deal with your idea. Go to the local hobby shops and start getting to know the people there. They probably will be able to give you tons of free advice. What is common as a concern or a desire for education about it, or tips on how to, or the secrets behind, or the top 100 reasons to do.. etc.? There are lots of ways you can approach this. The important thing is to think about it, research it, form it and get the job done like it should be done.

RESEARCH TIP – Create a large file of research on your idea. When you find the area you want to write about you need to make sure you check out what is being offered out there as of today. A great idea from “It Only Takes One – by John Emmerling” is to create a one inch file. In your research, continue finding good information until you have a file that at least one inch thick. Now you have sufficient information to get going !

Group Brainstorming Rules

If you want to collect ideas very quickly, arrange for 3 or 4 friends to get together and help out. Make sure they understand the purpose behind this – generate new product ideas ! A note on this type of brainstorming; people can get very protective of their ideas and think everyone is out to steal their ideas. So it is best to lay out some ground rules for your group. Some of the important rules:

- A meeting mediator can be fixed for every meeting or can alternate among members. Their job is to see that the meeting stays on track and that people are allowed to speak freely. No one is allowed to criticize ideas during brainstorming sessions. Make sure someone is writing down important thoughts or notes.
- Have every one crunch up some paper sheets into paper balls. These are to be thrown at anyone that criticizes an idea or starts to become negative about this exercise. Some of the most successful ideas and products in history came from group brainstorm sessions. And they certainly did not discount the “off-the-wall” ideas.

- Another idea for people that cannot resist criticism of ideas – if they criticize an idea they have to replace the idea with another idea. That way they have to think before blurting out the negatives.
 - *KEY TIP* – have a basic legal document done up (or search for a free one on the net) that outlines how ideas are used. The method that seems fair and works is basically as follows; “In the group meetings ideas will be discussed and exchanged. These ideas will be property of the group. If someone wants to try working on one of the ideas discussed they need the groups approval. Once they have the approval, they will have 1 month to commence work on the idea. If nothing is done with the idea within a month it goes back into the idea pool for others to use”. Now, I am not a lawyer so if you want to be extremely careful maybe consult with a lawyer to draw up a proper legal document.
 - Remember that most people will never do anything with the ideas presented if they were dropped in their lap. So remember that if you hear a killer idea that someone grabs before you can, chances are it will be available in a month ;-))
-

CREATIVITY EXERCISES

- Walk around a ritzy neighbourhood. Imagine the people who live in each house: what do they do? What do they wish they could do ? Is there any way you can help them ? What things have they not heard of that they should hear of ? What do they like to read ? What should they read ?
- Lets pretend that you could sit in a time machine and go back to when you were 13. What would you do? What would you change? How could you have ensured that you would be living your dream life by the time you were the age you are now?
- Go relax in a kiddie pool or dip your feet in a river, lake or other water nearby. Imagine you were retired – what would you be doing, where would you live, how did you manage to retire at your age with your finances in such good shape ? Imagine your dream life and what it looks like and how you got there. Pretend you are writing a biography of your life. What could you teach others about success in life ? What would you like to teach people about ?
- Find a hill and slide down it on some plastic – or, if you get snow in the winter, then use a sled. Who cares if you are the only person there – or the only person there without a child? In the fall – jump in piles of leaves – make a mess – in the summer jump in a pile of grass – remember how

much fun this was as a kid? After a rain fall – go splash in some puddles – or even better – go get soaked while it is still raining out – who cares if you look like a drowned rat, or if you catch a cold – enjoy it while you are doing it! It is worth it.

- Find a wishing well somewhere – throw a couple quarters in it and wish for your dreams to come true.
- Switch your watch, rings or jewellery around from left to right hands – keep them switched for a couple days.
- Get down on the floor and read or write. Try working on your project from new levels and new places – in a spare room, closet, laundry room, garage, roof – up to you where you go just try some new places for thinking and writing.

As you read through these exercises remember that they may seem simple or silly but they also may be very powerful if you do them. Do not discount an idea just because you have never done it, or feel uncomfortable doing it – those are probably the most powerful exercises you can do ! Remember – you invested in this guide because you want some changes in your life and you want to embark on a journey – so please do as many of these exercises as you can – it is worth it !

CRAYOLA CREATIVITY - STEP FIVE

It seems to be a very common problem to people that want out of the rat race: You buy a book that has potential to change your life; you read the first chapter or two then put the book down. Chances are that you never pick this book up again. And the next month/week etc., you do the same – get another book read the first chapter or two then that's it.

Why do we expect such instant change in our lives? It is funny if you think about it. Spend an hour reading and expect to look up from the book and the whole world has changed and you are now rich, successful and retired. And all this from an hour of reading! Now don't get me wrong – I was one of the worst offenders. I

had a great, unread book collection to prove it. Once I realized though that it takes more than that to get what you want out of life then everything started to change. When I realized that each book might have a couple good points in it to move you closer to your goal then my attitude changed.

So if each book had one or two points that would be useful then I had better get busy and read more. I need lots of help so bring on the library card or it will cost me a small fortune at the bookstore! One of the best things you can do though is to **start keeping notebooks full of the ideas** you come up with and ideas that you pulled out of books you read. These little notebooks full of your writing could one day be your ticket to millions. Think about it – do you honestly think that the successful people that you admire got that way by reading for an hour out of one book? Of course not. We all know it take a heck of a lot more work than that.

CREATIVITY EXERCISES

- Go to your local dollar store– take \$10 with you and buy some Hot Wheels or Barbies or other toys that you used to play with when you were a kid. What information is needed by people that collect these ? Look at all the Beanie Baby collectors guides out there now – somebody is making some serious money !
- Go back to the basics. Read about famous people from the past and how they became famous – Einstein, Edison, Mozart, Davinci etc. They all have amazing stories and each of us could learn immensely from them. How does what they went through apply to your life? Could you change things like they did? One of the best authors writing about these techniques is *Michael J Gelb* who recently wrote *Discover your Genius*.
- If you are not a puzzle or crossword person – start working on them in the paper – or if you are a crossword person – try brain twister exercises.
- Get a dictionary or thesaurus out – close your eyes and put you finger on a word on any page – look at the word and think/write down how it applies to your problem or project –compare and contrast. (eg – I picked **far** out of the dictionary – I think about it and I think – I am far away from a beach but if I keep working hard on my problem I will be on a beach in 2 months on a 2 week holiday. Also if I look back in time I have come a far ways from where I was 2 years ago for happiness and fulfillment). **Product Idea – Far Away Fortunes – Stories of Success from Overseas**

- With the same thesaurus, sit down and pick out 10 words out of the thesaurus that describe you. Write them down and then expand on why you think those words describe you. Write down everything you want. Do not hold back or feel guilty about wanting things. Write down everything you want in love, relationships, business, spiritual, financial, recreational, personal growth, material goods. Remember that this is helpful to cleanse yourself and get these wants down on paper. Write down the little secrets that you have always dreamed of.
 - Find a place with a fireplace and hang out with a coffee, drink and think. Write down what you enjoy about coffee houses or what you don't like about them.
 - Try a new sports activity – roller blade, ski, run, walk, lift weights, try martial arts etc – most have trials at no cost – good way to see what else is out there. What is hard to find ? Information for the beginner on ?
- ** Product Idea – How you too can make \$100k/year in the sports industry. Interview successful sales and marketing people in the sports business and find out what makes them so successful. ****
- Have a show and tell party with your friends and/or your mastermind group. Remember these from school ? Time to show off your prize possessions or ideas. Plan ahead with your group and each person gets 5 minutes to show off what they are passionate about.

FUN WITH FEAR – STEP SIX

Fear can be a very powerful motivator – use it to your advantage. If your idea or plan causes some strong reactions from others you usually have something powerful. People react most strongly to ideas that are different and have potential to be powerful. I hear lots of “I cant, you can't, not for me, I am happy where I am, etc” ask them – what will be different for you in 5 years with that attitude? Usually it's because they know you are right but won't admit it to themselves.

We really have to push ourselves to try new things – stretch our minds and our bodies. Lots of people want to use their skills, knowledge, experience, hobbies, and ideas to build their own business. But fear keeps its hold and keeps them back from trying. We need to grab them by the hand and show them that the way is not as hard as they might think.

We use 5% of our brain's power – very sad we have not been able to discover how to use the remaining 95%. What if you could increase this by 20%? Still only 6% of your potential, but it's 20% more than before! When you do something this drastic – remember you are doing it because you want that fire in your belly when you wake up in the morning and can't wait to get on with your day.

CREATIVITY EXERCISES

- Go for a walk in a scary place – a graveyard may do the trick. Is your town famous for ghosts ? Write about "Hot Spots for Ghost Hunting".
- What things do you find mysterious? Go experience this or research it further.
- Imagine that you have just been given word that you have 24 hours to live. You want to leave something with your friends and family that you feel is the most valuable advice you can give to live a full life. What could you tell them in a 1-page letter? Write the letter! Do it now – this is a very powerful exercise.
- Use analogies with your problem. What is my product idea like in nature? Is it like a tree? Starts small, grows roots that branch out in various directions, gains height daily?
- Read the paper or your book in a different way – different section first or skip a chapter then see if you can fill in the blanks yourself. Is there a better format for a book or newsletter you would like to see ?
- Close your eyes – relax and picture a single glowing ball in front of you – keep looking at it and admire its glow. When you feel your mind has calmed and is ready – ask yourself the question "what is the best thing I could write about that others want to know ?"
- Close your eyes and imagine you are standing in front of a castle – build the castle as you want it. What does it look like?; Who is there? Imagine the foyer. Imagine the dark hallways and where they lead. Who has lived there in the past ? Imagine you sit down in one of the rooms and have a conversation with 3 people who you admire (either you know them or have heard about them). What would they tell you to do right now with your future ?
- Try something very scary like skydiving, or bungee jumping, or hang gliding. For the extreme adrenaline rush – these things cannot be beat ! Face your fears and go try something you are scared of trying.

DEALING WITH THE DOWNERS – STEP SEVEN

So what do you do with the negative people in your life? There are a few options available. The first and most obvious is to get rid of them! But I also realize that this is not always an option– these negative people are often family, close friends, etc. But you can also get rid of the negativity by not telling them anything.

I found it very interesting how upset people get (especially the negative people) when you won't get them involved in your business concept or idea. They take strong offence that you would not consult them. Why do you think that is? Chances are it is because they believe that they know the answer to most of life's problems and solutions, and how to get there. If you don't consult them it kind of proves them wrong that people can proceed with their own lives without "advice".

These people are everywhere! There are many, many people out there who are unhappy with their lives and their way of improving their own lot is through dampening the spirits and dreams of other people.

I actually took great pleasure in telling people that I am not looking for their thoughts on ideas (I told this to people that I knew had nothing good to say). Amazing how upset they get over this. But I also told them I am not looking for criticism or feedback on my dreams. My dreams are my dreams and unless there is something they have to say that will encourage or motivate me then I don't want to hear it.

Now maybe this is a harsh stance for you to take but isn't it time that you did? If you keep doing what you have always done (listening to other people's criticisms) do you expect to be anywhere different in a month, year or decade? Of course not! If you keep doing the same things then nothing will ever change. And it is impossible to reach your dreams if you don't make some changes to yourself, your life, your habits, and your friends.

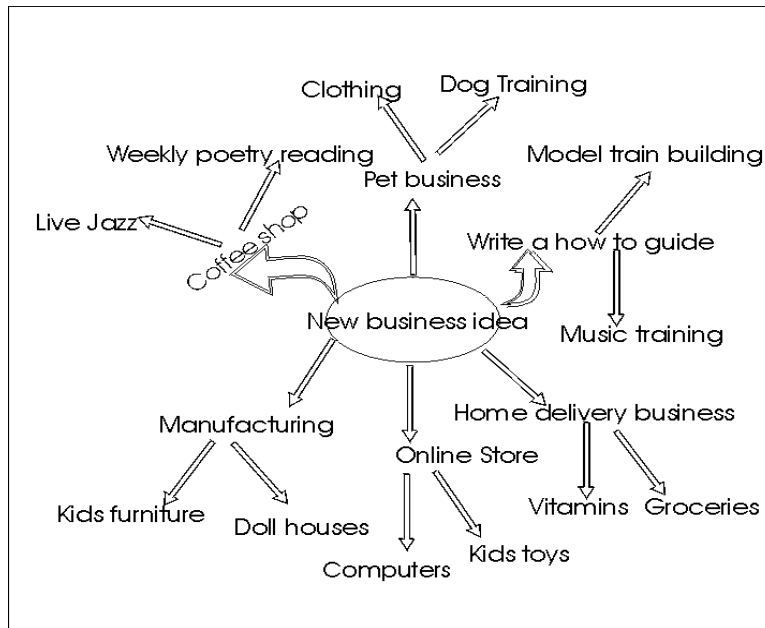
Remember – bad ideas can be good ideas! Remember the Pet Rock? The Chia Pet? There is a ton of very successful products on the market that people said were terrible. When you are going through the list of your ideas, make a note (or pick the one) that gives you a strong feeling – good or bad – if you hate the idea - why?

CREATIVITY EXERCISES

- Go to a pet store and look around. Picture things from a fish's perspective, or a cat's perspective or a dog's, etc. What would they like to see, smell, taste ?
- Learn the art of Mind Mapping (there is some great books out there – notably by *Tony Buzan* who termed this process Mind Mapping) as it can help you generate tons of good ideas as well as helps you focus on your to-do lists and find quick ways to get things done. This is a subject that deserves a entire book in itself to educate yourself on. For now I will provide you with a simple example which you can experiment with. The best process to use is:
 1. Start in the centre with your problem or goal
 2. Every idea that comes to you based on the problem – write it down around your center question – just start thinking of everything related to your problem or question
 3. Start looking at all of the ideas and do the same for each one. . Work on the free thought process for 2-5 minutes and see what you come up with.
 4. Use different colours, arrow types, drawings, text type etc. The point is to get your mind flowing and working on all kinds of different ideas and associations. When you are completed the free thought flow look at what you have put down and see what words relate to each other or compliment each other and connect them with new lines.
 5. Look at the entire mind map you have drawn and try to pick out the top 3-5 main points or concepts that came up.
 6. Try this again with the 3-5 main points. Lets say based on the following map (which should be expanded upon before completion) that you choose a kids furniture business and a home delivery business as a couple main points. Put these as your central points on a new map and start over.

This is an excellent technique to get new ideas flowing and to find ways to link unrelated ideas together.

Practice this with everything – you will find it works great for any question or problem in life.



- Ask: “What if..?” of everything. What if people could fly? What if business was done underwater only? Ask it of anything you are interested in and you will start your mind turning.
- Think of things from different perspectives – kids, animals, women, men, aliens etc. Picture yourself seeing an object of choice for the first time in your life – what do you see, what does it do, what would you like to see it do?
- Get some sticky notes or names tags – make up a name and title for yourself – walk around your house for the day with the name tag on – or for the brave ones – go out shopping with your name tag on. My name tag I like to wear is Chief Idea Officer (or Chief Idiot – depends on if you are asking my wife :o)
- Meditate – something I never really discovered until recently but it’s a great way to forget about your troubles and to clarify the issues and solutions you have been working on. There is some fabulous programs you can sign up for or do at you own pace at home. A fabulous way to center your thoughts and clear your head of daily mumbo jumbo.

EXCELLENT BRAINSTORMING TECHNIQUE

Get yourself some post it notes, some pens, some large blank sheets of construction paper or use a 8 x 11 sheet of paper.

Step 1 - Write down on a post it your goal for brainstorming (eg – an idea for a part time business I can start). Put this post it in the centre of the table.

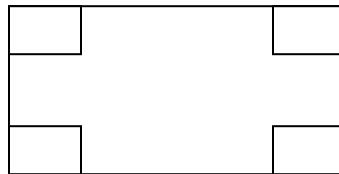
Step 2 - Now start writing (one idea per post it) the first things that come to mind (eg – helping elders, writing a book, coffee delivery, home parties, etc – keep going until you run out of ideas.

Have these all spread out around your main question from step 1

Step 3 – Have numbers written on each post it with an idea 1, 2, 3, up to as many ideas as you have. Now do the same with small slips of paper so there is as many as there is ideas. So you have 14 ideas and 14 slips of paper with the numbers written on them.

Step 4 – Put the slips of paper in a hat or box or cup – whatever works for you – pick out 4 slips. Now pick each idea whose corresponds with the slip of paper (so you picked number 7 and idea # 7 was photo scrap booking sales as an example).

Step 5 – Put each of the 4 ideas on the corners of the construction paper or other paper you are using – they key is to have an idea on each corner and blank space in the middle.



Step 6 – Look at each of the 4 pieces of paper on the corners and write down the first things that come to mind on the blank space in the middle.

Step 7 – with a new pen colour start brainstorming combinations of the 4 ideas and write the combinations in the centre of the paper. Also factor in the items you listed when you first looked at the 4 main ideas. Lets say we had the following 4 ideas on the corners:

Photo Scrap Booking

Pet day care and walking service

Selling health products door to door

Custom sign design and printing

Now we start brainstorming and we get some of the following (some far out) ideas

Pet Scrap booking

Holistic products for pets

Pet memorials

Signs built for pet owners

Signs with picture collages as the focus

Selling picture collages as celebrations or pets lives

Lawn signs with pets as characters – birthdays, anniversaries etc

How to guide on being healthy and wealthy with a holistic pet business

Specialty pet gift baskets

Pet product of the month club

Step 8 – now you have a list of off the wall business ideas. What I like to do is pick 4 more slips out and put 4 more ideas on the corners (overtop of the previous 4) and do this again with the new ideas but use the same paper with the business ideas generated from above. So add to this list again.

Step 9 – Now you may be running out of ideas or you can keep going to build your list. At this point you can also start combining the business ideas from step 7 and 8 into new and improved business ideas. For an example – “Pet product of the month club sold as a gift basket arrangement for pet birthdays”.

Step 10 – Walk away for an hour or two ! That’s right, forget about this and go do something else and let you subconscious mind do some work on this.

Step 11 – Go back to your list of business ideas. What does your stomach or heart tell you to do ? Listen to yourself here ! Your subconscious will have figured out which ideas have the most potential for yourself and now listen to your internal voice to tell you which ones are best.

Remember that there is no such thing as bad ideas – only ideas with potential ! Everything requires some work in this world – try and make it fun work though – only go after the things that bring fun or joy into your life. Each one of my crazy ideas listed has potential as an information product. Don’t believe me ? Here you go:

Health products profits

Sign design Basics

Pet Scrap booking from home for \$

Holistic products for pets – a make at home guide

Pet memorials millions

Pet Signs = Money from home

Creative collages equal cash

Profit from your pet pooch

Lawn Sign Success Stories

How to guide on being healthy and wealthy with a holistic pet business

Secrets of Specialty pet gift baskets

Pet product of the month club

SIMPLE SIMON SAYS - STEP EIGHT

When I was getting ready to present my ideas to those that I felt would be positive supporters to my dreams I still was very careful. Throughout the processes in this book I had built a list of approximately 300 ideas within a month – lots of good ideas and some bad as well – but remember once again – bad ideas can be good ideas. In order to make this easier, I organized them into groups of 5's. Before I would let people look at my list they had to read my rules and agree to them. Even the positive people got their backs up because I was giving them rules. But they were my ideas and if people were going to be involved with the choices then they had to follow the rules. ***Here are the rules that I though were appropriate:***

“ I have organized my ideas into groups of five. At this time I am asking you to help me narrow down the choices – not critique the ideas. So, out of each group of 5 pick the one that you like (or hate) the most. After you have completed all groups – which idea out of the ones you picked do you like the most? Write it at the bottom.

This is my future so please don't mention the ideas to too many people.

Once again – I am not looking for critiques of ideas – yet. All I am looking for is help with narrowing down my selections to a smaller list.”

The funny thing was, that even with positive people present who agreed to the rules they were given – people still loved to critique my ideas! I kept telling them to re-read idea #1 – it didn't help. So why is that even the most positive people can be so anxious to cut down ideas? My belief is that the reason behind this is : “What if it was that easy?”

If all it took in life was to use your brain to come up with some ideas to follow your dream, make the appropriate changes in your life and just go after it and do it? I know that there is more to it but the basics seem pretty straightforward. And if it was that easy then everyone should be able to do it right? Right! But most people are very lazy. And they love to give their 1-cent worth about how it can never work and to just accept your life the way it is worth (I say “one cent worth” because most peoples criticisms are not worth 1 cent let alone 10 cents!). Our society is full of these people and I am sure you could look at everyone you know and pick out lots of them.

I am not willing to sit by and let these lazy people tell me how to run my life. I know I have a brain on my shoulders that can help me find better things in life. The only way to find out though is to do something about it! Forget sitting back waiting for the perfect idea, the perfect job, the perfect opportunity etc – it will not happen. You have to take things into your own hands and try something – anything - that will take you closer to your dream. I will guarantee that if you do something to get closer to your dream – whether it succeeds or not – you will be much further ahead than before you tried.

At the end of this exercise ask for comments. Now this is where you have to be prepared. I have learned a lot about people and how much of a pain they can be. A large percentage of the population is unhappy with their careers and their lives.. These same people want a change and/or to start up their own business. When you go to them to ask for their help or tell them what you are planning to do – be prepared! I have received some very negative feedback from people about my ideas over the years. At times I listened to that negative feedback only to see that same idea get to the marketplace years later with the creator making a boatload of money.

Remember, the people giving you this feedback want to do the same things for themselves but have never had the guts to try. So when you try, they take offence – “if he can do it that means I could have done it”. And if I can’t do it he can’t do it either. Strange, but true. I have found that these people will poke every hole possible in your ideas or plan. So? Remember that Colonel Sanders went to 1,000 doors at the age of 65 before he found someone to use his fried chicken recipe. Did he listen to the 999 people that said it was a bad idea? He kept pursuing his dream and found it – all with determination and passion. Remember this, as it could be your best friend through this process.

Negative people do not want you to succeed! If you succeed then they have no more excuses as to why they can't try. And that is hard for people to accept – they would rather keep complaining about the hardships that they have in their lives that hold them back from following their dreams. I don't know about you but I certainly do not want to look back on my life when I am 60 and keep saying “ I should have tried...”, or “I should have started up that”. Realistically – what can it hurt to try? Try it part time, try it full time just get off your butt and try.

CREATIVITY EXERCISES

- Go to the lake or the ocean or the river – throw a few rocks – skip rocks – float a paper or wooden boat – with a message for someone – say anything that would be of interest to whoever finds it in the end.
- Ask who is being ignored in the business market. Now imagine you are part of that group. What would you like changed and how?
- What could you do to start a riot? What cause is enough to make it worthwhile for you?
- Invent something impossible. Sketch it, write it – forget about the fact it is impossible – just dream what your invention could do.
- Try writing and colouring with your opposite hand. It feels very uncomfortable but do it. Write a full page this way or finish a drawing this way.
- Take a introductory yoga class – most schools will offer the first one or two classes for free. Try one out and see how you like it.

DREAMS AND DESIRE - STEP NINE

At what point is it the right time to say enough is enough – let's get down to business? The **best way to get going is to get going**. Start planning out your week on your day timer and blocking off time on lunch hours to do some work on your search.

Spend a few hours a week to start and build on that as you get things going. If you can find the time, try to dedicate 5-10 hours per week, because you can get a substantial amount of work done in that block of time

if you are 100% committed to accomplishing your goal. Remember that through this entire process you need to take notes in your journal. Mark down everything that made you feel good, bad, sad, happy, excited, sick etc. Review these ideas daily – this is your future and your happiness we are talking about – take the time !!

I have too many ideas, which I know is a good situation to be in at times but can also be a bad situation if you don't pick one or two. When you have too many ideas, and quite a few of them are good, then it gets really tough to pick which one to pursue. And another issue I found is that just when I get things narrowed down to a reasonable amount then new ideas start popping up or are brought to me by others.

Everyone says they wish they could come up with ideas better – I say that you can. But wishing for more is not always the answer either. Once you have a good idea then you need to get going, tighten your belt and get serious about working on your idea. Most of us have had a great idea in the shower or while out walking or ... (Einstein came up with a large number of his ideas in the shower – in fact he even had water proof tablets and pens so he could record the thoughts). **What if that idea could not fail?** What would you do? Would you continue to sit back and dream about what if? Or would you do something about it this time?

I am hoping you would get serious and do something about it. It is not easy taking that plunge – fear is very controlling. An interesting statistic is that **60% of people want to run their own business but only 10% ever get out there and do something about it.** Sad how many good people and good ideas are out there that we will never get the opportunity to hear about because they were scared to take the chance. Once you do take the plunge it is amazing what a relief can be lifted off your shoulders. But it is entirely up to you to take the first steps. A few tips on taking the first steps – or ideas to force yourself to take those steps:

- Pick an idea (or ideas) from your brainstorming and your exercises in this guide and write it on a big piece of paper – (tip – write it as if you are living it now – “I am a successful Information Publishing Business”. Post it in a place where you will see it every day morning noon and night. Write it on a small piece of cardboard or paper you can take with you when you go to work or go out. Look at this as much as you can and dream – your mind will work out some of the how-to issues you are faced with.

- Set some deadlines for major accomplishments – and make them reasonable. Things like – idea building, narrowing ideas down, brainstorming night, idea name, company name, survey design; survey handed out to x number of people, join discussion forums on the subject matters that are important to you.
- Constantly review your ideas, your deadlines, your overall progress and most importantly the 5,000-foot view of your project. Try and look at your project from above. See what you are doing and thinking about, where you are at in the stages of start up, where you should be going etc...?
- Involve other supportive people in your process. It is amazing how many people will support you if you seek them out. (You will also find lots of doubters but ignore them – they don't know what they are talking about anyhow.) Have these people help you with ideas and focus. Don't worry too much about them stealing your ideas – most people are lazy and would never do anything with the idea anyhow – it involves work – the TV sounds better and easier. Look for on-line forums (listed at the end of this in the resources section) as there is many like-minded people that want changes in their lives and are trying to get businesses off the ground. And these people are very supportive of your dreams and aspirations.
- **Test, test, test your ideas! As mentioned above, x 10!** Make sure this will fly – try a few ads in newspapers or flyers on cars or bulletin board ads.

Synopsis of the start up steps:

- Brainstorm for the ideas you dream about making a living with.
- Pick the best idea (based on your own gut feel as well as survey results).
- Brainstorm on that idea again, using the tips above – find some unique angles to the idea.
- Research everything about what is being offered in the marketplace today. But some of the how to guides available even if they are only remotely similar to what you want to do. Go to the library and

see what they can find for you. Scan through these, find out what you like and don't like. What would make it better ? Write down all of your findings.

- OK now you have a unique concept you want to market – start writing about it! What makes it great? Why would people buy from you? Why should they care? Start writing about the features and benefits. A feature is a “what does it do?”. And the benefits are: “Why do I care about what it does?”.
- Now you are ready to name your product or service. I have always agreed that a name helps you focus in on your objective. Use the creativity techniques to pick a name. The name should be catchy but also tell you something about the offering. Spend lots of time on this – a company name and a product name are two of the most important things for you to consider. Both of them need to be easy to remember and give some indication of the purpose.
- Design your business card, either on your computer on a piece of paper – just do it. This helps you visualize where you are going with this project.
- Now that you have listed some of the unique features and benefits of your product or service – write a sales letter. This is a technique used by some of the most successful marketing campaigns ever. Do some research on the Net and find some sales letters that appeal to you. Then copy the style of letter – headline, benefits, reasons to believe, uniqueness, etc. Writing a sales letter will further your belief in your offering as well as put you closer to selling some of your goods. There are a couple good software packages out there that can automate the sales letter writing process. They cost money but that money is easily made back by the time you save trying to write a letter that is proven to sell.
- Register a business name. Is it necessary? That depends on whom you ask and what it is you are trying to do. The actual license cost of a registered business is not very high – approx \$50. So with that in mind, my attitude is that it should be a registered business as it makes you more look more professional as well as the fact that the \$50 is a tax write off as well. Money well spent but make sure you have tested a number of business names with yourself and with friends. Is it easy to say, to write down and to remember ? It needs to follow these 3 rules at a minimum. Ideally, your business name also says what you do and what makes you unique.

- Keep in touch with people that are selling on line and that have a sincere interest in helping you get up and running. Find a mentor, someone that has been there and wants to help others be successful with it as well.
- Build a web site – and this does not matter on what type of business you are doing – build a web site! This alone can be a huge undertaking if you let it . Or it can be simple – it is up to you. In this day and age you can build an inexpensive web site for almost free and it costs you minimal to have it put up somewhere. My recommendation is to register your own domain name (like the one you found this on - www.moonlightmotivation.com). Do not use a free web site name – it makes you look cheap and is hard to remember (talking from experience of having my own free site). Spend the \$9 it costs to register a name (you could use www.godaddy.com - one of the cheap registrars around – and they all provide the same service just different prices) for a year and the \$20/month for a hosting company. As you grow and market your business you will be glad you picked a good domain name – and be creative with this – this is your new tag line and marketing tool. Make it memorable and one that people can see and remember quickly.

TIP – There is hundreds if not thousands of places you can register your new web site – can be confusing. Talk to people you know that have a web site and find out who they used. Or find a hosting company that you will be using and have them register the name for you.

- Market, market, market –THE most important thing you can do to improve your odds of success is to learn about creative marketing techniques. There is hundreds if not thousands of incredible books dedicated to this subject. That is the problem though – there is way too many books. Click here troy@smallbusinesscopywriter.com to ask me for my recommendations on this.

Marketing is all about creativity though.

Use your mind to come up with areas in your business that make people want to know more. If you read the paper or magazine – notice which advertisements catch your interest. Cut them out and keep them on file. You will notice a few common things among successful advertising – compelling text, testimonials, catchy title and a call to action – what do you want the customer to do when they are done reading your ad ? Maybe it is sign up for a newsletter, or print off an online coupon to use for a discount or maybe it is to purchase your products on-line.

CREATIVITY EXERCISES

- Go to a museum – one of the most under utilized tools for relaxation, idea generation and creativity building. Take your notebook and write down what catches your eye or interest.
- “I wish it was easier to get _____? This sentence can help you find a number of ideal businesses for yourself. Number one, it tells you something about your interests and passions; you are the one that finds an issue with it. And if you have a problem with it chances are that there are thousands of people out there with the same problem.
- Ask yourself one of those important questions – then open up a magazine or book that catches your eye. Randomly pick a page and then read the first sentence that stands out to you. How does it relate to your search?
- Stop reading – anything! -for a few days. If you are like me this is tough to do – I love to read! But I also found that this helps clear your mind and refocuses you on your goal – to live your dream life!
- Be silly for a day about anything and everything.
- Get a drastic haircut or colour – it grows back and it can be coloured back.
- Wear something incredibly tacky or something you would not usually wear. Whenever I am in need of some new ideas I throw on my ugliest Hawaiian shirts (this one almost makes you blind) and a funny thing happens – my mind starts whirling.
- What if crayons were the writing instrument of choice for adults ? How would that change documents, books, legal documents ? Things would be different – how many changes can you think of would be needed ? Maybe we should start a new trend ?

MARKETING MIRACLES - STEP TEN

Start building your marketing plan. Now, no matter what type of business you are running (retail, wholesale, distributor, Internet-based, etc.) you have to use the Internet to promote your business. It is an excellent way to test marketing ideas for little or no initial cost.

How do you do this though? The Internet is such a big place and is very confusing. First of all, take the list of your customers' characteristics (which you should have done by now –**all the reasons your customers would buy your offering**). This has nothing to do with you or your business idea – what makes those people tick? You should know – chances are you are one of them! If you are to run a successful business you have to know the market and be passionate about your product or service. So if you are your ideal customer then what types of things do you think about or worry about? Freedom, health, wealth, changes in your life, getting out of the rut, etc.? When you are deciding how and when and where to market to people – think about the characteristics and also the places and magazines, etc., you read for information. Now you are starting to get inside of their heads and understand the key hot buttons that make them purchase.

- Demonstrate creativity in promoting your business – a very rare trait these days. Marketers and businesses just don't get it. Do the same as ABC Company and that is good enough. Throw up a yellow page ad, a web site, an ad here or there in the paper, a sign out front – look out world here we come! People are not dumb and are tired of the same old marketing messages. If you have something good to say – be proud and go out and make sure people remember you.
- Do something outrageous. Use the brainstorming techniques we have discussed and think specifically – “what can I do to positively promote my company in an outrageous way?” and write, write, write. Think of bizarre things that would catch your attention. One way I recently heard about which I think is a great idea, is to set up picketers on a busy street. Get a bunch of your friends together to help you out with this. Be creative with this – have fun – get your friends together to think up the signs – they will be the ones carrying them. – Make sure you check with your local city bylaws to see if you need a permit – chances are you will. Spend the \$40 for it – you will love the results!
- Now, getting ready for the big day – type up a press release and fax it off to the major newspapers and TV stations – “Large Rally Planned today at 12:30 pm at Riverside street – police are not sure what to expect.” Also, on the day of the protest – keep your cell phone ready and start phoning the radio stations, TV and newspapers and say you saw these guys promoting this at ... Chances are someone will pay attention to this and you could have some fun with it! Chant, sing, play music, do

what it takes to get the attention. You know what? You will probably have your protest in the paper, or on the news or something and people will love it. It is different, new unusual – not the typical: “buy my stuff because I am great advertising they are used to seeing!”

Do you want to be the one that says if only I had done this at 20 or 30 or 40 or 50 and so on . ? None of us want to be that way but a majority of us will kick ourselves when we eventually do say that.

CREATIVITY EXERCISES

- Go for a horse back ride.
- Look at the project or problem at hand. Is there any way to change it around? A new use for it? What if it was smaller or bigger? Is it fast paced or slow paced? Speed it up or slow it down. Turn it upside down.
- Ask: “what don’t I like about..?”
- Stare at an object for a while – notice all of the colors, shapes, textures and angles in that object. Now close your eyes and try to picture it as accurately as possible. Open your eyes – how close were you? Try this process again with the same object. Also try this with all senses – smell, taste, sounds and feel. Get used to looking at things with all five senses.
- Keep a fun journal – keep track of the things that make you smile or laugh every day – write them down – reflect on them – how can you bring more of these into your life? Now commit to doing something extra once a day to help yourself smile or laugh.
- Track your family’s history – find out what your relatives did for a living.

MOONBEAMS AND MOONDREAMS - STEP ELEVEN

Don’t let that negative little voice inside make decisions for you. You know the one – “that won’t work, somebody has probably already thought of that, you need to just keep doing what you have been doing, forget this.” and so on... We all have that voice that tries to control everything we do – and unfortunately for a lot of people that voice does control their every move.

Instead of listening to that voice in your head telling you to do or not do things – listen to the voice in your gut. Your gut feelings are the most important messages you can listen to, because they tell you the truth.

The voices from your mind are the ones that can cause you problems and tell lies. Your gut never lies – learn to listen it. Ask anyone who has been successful in business what their thoughts are on following your gut instincts! They will agree – if you don't listen to your gut talking to you then you are in big trouble – it is the key to personal and financial success! Now it is up to you to figure out what your gut is saying. Remember – if you cannot trust your self then who can you trust?

The Olympics (winter and summer) are very motivational for the masses if they pay attention. It is amazing to see the diversity of athletes there, short tall, young and old. They have all trained for years and years just to get where they are for 10 days. What is your Olympics? Everyone has dreams – the difference is that most people do absolutely nothing to step closer to their dreams. **From the Olympics I learned – follow your dream, train hard, compete, learn, nurse your wounds, get back up, learn more, train more, compete, win, learn, push yourself to be better and never ever lose sight of your dreams – visualize it, see it, live it, dream it – DO IT!**

Here is one guarantee in life – if you never do anything to reach your dreams then you will get exactly what you deserve: nothing. Remember, it is one small step here, one there and the next thing you know, and you are halfway around the track. A few more steps and you are at the finish line. Always trust your gut instincts about life, business and people. Take that first step and the next step will show itself to you. Just follow the signs from there and you will keep moving closer to your dream. When you trust yourself and start making those small steps towards your dreams then opportunities start appearing before you, miraculously. Remember that when people react strongly to something you are doing then that is good. You are forcing them to think in a new way and a mind stretched one way can never go completely back to the way it was before.

It is always better to have tried than to look back and say: "I should have tried." And what is it with all the supposed geniuses out there? "Well, 95% of business fail and it will take you at least 2 years to make a profit..." and so on. Why? Are they saying it can't be done in any other way? Where is this written down? Why can't it be different? I challenge that thought process. In fact I could show them hundreds or thousands of people that started successful companies in less than 2 years and were profitable from day one ! Use that internal voice of yours! You don't give it enough credit. With some training you can generate tons of

profitable ideas that will take you closer to your dreams. Persistence, determination, big dreams, a solid vision and guts – take the risk – its worth it – you will never look back!

CREATIVITY EXERCISES

- Go to the park and kick around a ball – or if you don't have a ball – wrap or tape up some old shirts into a ball – or use a can.
- Practice seeing the positive in all of your ideas – see what you like about them – list down all the good qualities. Forget about negative things – everyone else will be happy to point them out to you. People thrive off being negative about someone doing something out of the norm.
- Ask yourself the important questions and then sit back and think about them with your eyes closed. “What is in store for me?” “What should I be doing to improve my happiness?”
- Brainstorm about uses for things around your house.
- Play dress up and pretend – be whoever you want to be – do it at home alone – just do it!
- Sit somewhere different today – whether it is on the bus, at the café, church etc., – sit somewhere different.

The grass is not always greener on the other side of the fence. The grass is greenest where it is watered. When crossing over fences, carry water with you and tend the grass wherever you may be.

--Robert Fulghum

Start-up Success Tips

- **Think *Dramatically*** – Make your business or product idea refreshing ! You want to open people's eyes and have them taking out their wallets because your offering is nothing like they have ever seen.
- **Forget what you know** – Continually search and educate yourself about your business, your industry, your customers. If you don't – your competitors will.

- *Keep Focused on the result* – Make sure you do not get distracted and your vision is direct in your eyesight at all times. Write down your vision for your business and put it where you can see it every day.
- *Focus on the Product of the Product* – you do not sell products or services – you sell the end result of a product or service. Think about it – every product out there has an end result. What's yours ?
- *Without marketing and promotions of your offerings you have a very small chance of success.*
People need to hear about you, why they should buy from you and what they can expect from you if they do buy. I read a figure somewhere that stated “over 80% of business failures are due to **lack of promotion**”. Don't ever forget that – even when business is rolling along and you can't remember what it was like in the slow times. In fact the times when you don't think you need any more customers is probably that time you need them the most – you are getting lazy and losing focus !
- *Find the sleepy markets* – While planning your new venture, find ways to tap into unrealized customer bases and circles. There are lots of markets and sub markets that are being ignored – look for them.

Secrets of Continuing Entrepreneurial Success

It's interesting that most successful entrepreneurs say that they have never worked a day in their lives because they enjoy their work so much it is like getting paid to play. Big companies are not fun to work for if you have the entrepreneurial spirit – they love to stifle creativity through bureaucracy. In the growth phase of start up companies the owner needs to hire people that are either trained well or have a burning desire to make a difference. Here's what you can do differently if you hire employees.

- Treat everyone like they are the most important people in the world.
- Give back to the employees – and it does not have to be monetary either – just do it and do it often. Not everyone loves their jobs so help them understand why they should stay working with you.
- As an entrepreneur you have to continue to dare to dream or you will come to a grinding halt of mediocrity.

- Use suggestions from others – and have monthly anonymous votes on which ideas should be implemented. And reward people for usable ideas.
- Get them to build their own creativity through exercises – make this a tradition of the company.
- Pay for education and growth – make them proud to be who they are and what they contribute.
- Make public displays of thanks.
- Talk to everyone about his or her dreams and thoughts. Encourage entrepreneurship – you may lose some good people from your company but if you spur them on then it will do nothing but benefit you in the end. They will be around for a lifetime. Helping others with their success is definitely a key to your own success.
- Be passionate about your business and when you feel that passion diminishing it is time to reconsider what you are doing. Hire someone that has that passion. Entrepreneurial success is a large part of your mindset. The ability to step away from the status quo, the critics, the whiners, the disbelievers, and go after your true desires is what drives you.
- Remember, you can do anything you set your mind to – are you willing to try? The funny thing about taking chances or risks is that once you have done it and look back on it, it usually is not nearly as difficult as you had thought it would be.
- Fears are scary and will always be there staring at you – its up to you to determine if you want to be the victim of your fears. There will always be bumps, hurdles and unexpected occurrences but there probably won't be nearly as many as your mind had played out. The mind is powerful – it will make it seem like there are thousands of issues and problems to be overcome. Chances are though that there are not thousands of them – it's usually more in the double or triple digits. So go out and picture that end result you are looking for, take the first step, follow a proven system or set of procedures and you will never look back.
- Realize that there are opportunities only feet away from you – but you have to open that door and look. If you keep that door closed you will never know what was on the other side. But if you open that door just a little bit then lights, sounds, smells start to flow to you. Open it wider and the next thing you know the rooms are now one – no door is separating them.
- With all of the opportunities out there today – why would you want to listen to the status quo? The only person you need to be worried about impressing is yourself – without that it is tough to look at

- yourself in a mirror. In small business, many of those that don't succeed are that way because they do not deviate from the masses. ? Why can't you run your life like it is a business? "My Life, Inc."
- Disappointments are really opportunities to hold on to your dreams a little longer
 - Deliver Massive Value to your potential customers – without this your business will fail. There are too many people out there trying to compete for business so make sure you are delivering a Class – A service or product.
 - Copy success formulas – there are lots of them out there. Joint venture is now almost a necessity in launching a new business. Think ahead while planning your business. How could you act like a conductor overseeing the operations and profitability of your company? It will not start off this way but it can be built with this in mind. Use a template model on your business. Macdonald's is a template – you pay them a significant franchise fee along with ongoing royalties and you follow exactly what they tell you to do and you will make money. Ask yourself if this is a business that can make you money while you sleep. If it isn't as you envisioned it – go back to the creativity and brainstorming skills and find a way to make it so.
 - Make sure it is designed so customers keep coming back for more. Without that you will constantly struggle – every customer is a new customer. Successful businesses make all their money on the second and third sales to customers – not the first. In fact most companies lose money on their first customer because of all the sunk costs it took to start up and market to that customer.
 - Think about all the jobs you have ever had. What did you learn from them? Now think about all of the companies in business today that may be looking for those skills. Outsource your experience to them. Have weekly email reminders sent to people that makes them think – puzzles, trivia – especially trivia about things that people commonly believe but are not true.
 - Give back to society. This is as important as giving back to your employees ! While building your business you will find that there are many great causes out there that need help. When you start to give back to society and charities it seems to open new doors to you and your future as well. One great way to give back is volunteering for an organization you strongly believe in. Search around for the right causes and you will benefit in return.

Resources and Useful Internet links

The Public Library must be one of the best, unused, amazing tools that exist in the competitive business world! Every time I go there I am amazed at the wealth of knowledge available to be read, picked and utilized. And it's free!! You really can create any type of business you want and build it as you want if you use some of the advice that is available there for free. FREE! All you need is one good tip out of a book to make it worthwhile. And you can skim books at the library to see if that one secret is easily found. If not, and the book still looks promising, then take it out and read it! All it takes is one tip to change your life.

Vision with action is a daydream; action without vision is a nightmare. – Japanese Proverb

If you can imagine it, you can achieve it.

If you can dream it, you can become it.- William Arthur Ward

Fall seven times, stand up eight. – Japanese Proverb



Troy White

Other resources to check out:

www.smallbusinesscopywriter.com – tools and help for growing your business

www.wildwestwealth.com – the most powerful ensemble of millionaire-makers in one room – CAUGHT ON TAPE!

www.marketingresultsmentor.com – for one-on-one help to grow your business faster, more profitably, with more fun and time off