

**WELCOME TO THE
'SCREW WORK' ACADEMY**

MOMENTUM MONTH I

**Let's find you a
money-making idea
you love!**

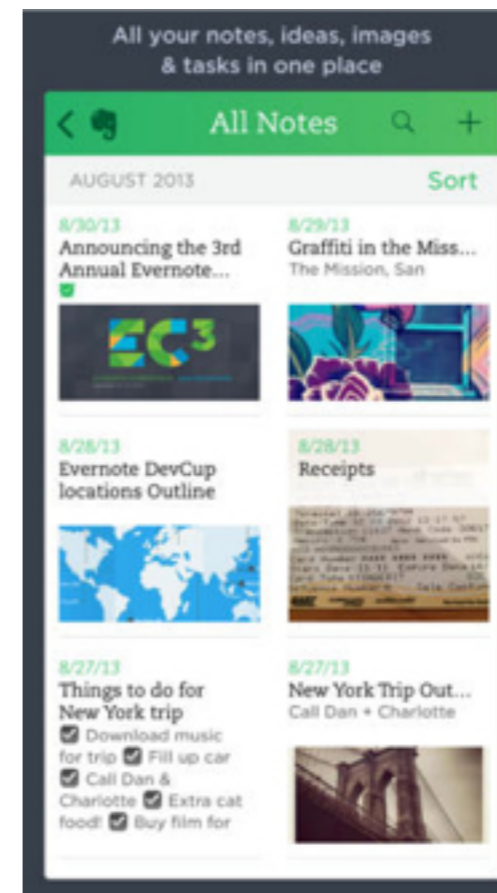


Finding money-making ideas is easy

- Just notice what people want now
- You don't need to be original!
- Finding and realising money-making ideas is a skill you can learn - and you've already started

Idea Hunting - how to it

- Get out your playbook - and start carrying it everywhere



Focus on what people already want

- Look for complaints, frustrations and problems
- Where there's a negative feeling about a situation, there is a driver to spend money
- What do your friends often complain about? What's on their To Do lists?
- Write it all down in your playbook

You can ask people!

- Ask the question, “What’s your #1 problem/concern/frustration/challenge in this area right now?”
- Email people / post it on Facebook or twitter / call up 5 people and go interview them

Is there money in it?

- If people feel strongly about it, they'll be willing to spend money
- Unless... there is already a free or cheap solution that does the job well (ie don't reinvent the mousetrap)

Look for a pre-existing market

- Are there other people providing a similar service?
- Are there products in the area already?
- Go into a newsagents and look at the magazine rack - are there mags for this?
- Go to the bookshop or Amazon and do the same or look podcasts on this subject

Don't be the first with a new business model

- Innovate in your product or how you provide your service, but not in the business model

The stronger the need, the more £\$€ potential

- The sweat test: Do people wake up in a cold sweat worrying about this problem?
- If yes and you can help solve it, you have a business

That includes you!

- Starting with your own frustrations is great!
- What bugs you that you think could come create a solution for?
- What problems in your past have you now conquered? (Eg Cilla's clutterconqueror.com)
- What do you wish had existed back when you had a big problem? (My book)

Make an MVP – ASAP

- Don't spend ages fretting about the quality of your idea, just lash together a solution and go sell it!
- If it's something you're still developing skills in, name what the full price will be but discount it by 50%

Q&A

This month

- Play the Idea Hunt game
- As soon as you have something, make an MVP and sell it to someone - even friends
- Keep us updated in the Facebook community

Next webinar...

- Mon 13 January 2014 7pm GMT