

FIND YOUR MONEY-MAKER

THE GENIUS BRAINSTORM

'There's a whole bunch of things I don't know a thing about. I just stay away from those. I stay within what I call my circle of competence. Tom Watson [IBM founder] said it best. He said, "I'm no genius, but I'm smart in spots, and I stay around those spots."

Warren Buffet, legendary investor and one of the wealthiest people in the world

WHAT ARE YOUR SPOTS OF GENIUS?

To find your winning business idea it's important to know the skills, talents and knowledge you have that could give you a head-start in a business.

So let's explore all the things you bring to the table. The education system does a fantastic job of convincing us we are mediocre people with no special value but I know different.

Read the 7 questions below one by one to explore the good things you can bring to an idea. Enter your answers for each one on the table overleaf. See if you can come up with 3 answers for each question. Then we'll see how you might be able to use these in a money-making project.

1. What skills from your current work might you enjoy using in a new business idea if you had complete control over how you did it?
2. What subjects and industries have you learned a lot about in your work?
3. What life skills have you developed and you enjoy using? Eg you're great at cooking on a budget, or persuading people to go with your plan, or organizing information, or advising people on their personal style, or fixing a car engine.
4. What subjects have you learned a lot about in your personal life – eg health and fitness, world travel, building your own PC
5. What industries or niches or areas of life do you have a lot of connections and contacts in (even if you didn't deliberately set out to make them!)
6. What are 3 aspects of your personality (or Wealth Dynamics profile) that could be really useful to others? (Eg ability to connect with anyone, natural with technology, detail focused, great ideas person, funny...) What ideas do these suggest to you?
7. What talents (in the broadest sense) do you have that you'd enjoy using?

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