

FIND YOUR MONEY-MAKER

EXTRA INSPIRATION FOR IDEAS

LET'S GET YOUR CREATIVE JUICES FLOWING!

If you need a little extra help coming up with some ideas try reading through the questions on the following page and then fill in anything you come up with in the table below. This should help you realize that business ideas are not as difficult to come up with as you might imagine.

The key to abundant idea generation is to stop yourself evaluating your ideas in any way while you're in the generation phase. Later we'll see how to decide which ideas are practical, can make money, or will definitely be enjoyable for you. For this exercise put all that aside and give yourself permission to dream, to be completely impractical, and not care too much about the quality of the ideas – we're looking for quantity not quality right now.

So your mission is to write down as many ideas as you can – 15 would be great. This is easier for Creator profiles, but a bit more unnatural to Trader, Accumulator and some other profiles. Have a go at it anyway using the questions on the next page to help you. Grab yourself a drink and give this at least 20 minutes to have fun with this.

#	Idea (in ten words or less)
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Here are some questions to help stimulate your idea-generation braincells. Read them and then write down any business ideas that come to you on the table on page 1

- What kind of books and magazines do you read most often? What blogs, books, courses, apps, or services, could you create in the same areas?
- 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?
- What subjects do you have knowledge in that you love to use? (Not just professional stuff, could be best places to take someone on a date!) What could you create with these?
- Name 3 ways your current work could be channelled into an interesting idea of your own
- What new technology or technique have you got excited about using? What project could use that?
- What creative/business/lifestyle dreams have you had for a while but not acted on?
- What project would you really love to do if you weren't worried about it making money? How could this project be of value to others?
- What projects did you shelve because you couldn't see how to do them or they required more time or more money? How could you do some smaller version that didn't require great time/money investment but had some of the same aspects that appeal to you?
- If there was one thing you wanted to say to the world (or to some part of it), what would it be? What project would allow you to explore this message?
- What products or services disappoint/irritate you that you'd like to try making a better version of?
- Ready for a challenge? Pick a hard problem and try and crack it: a time management process for the chronically disorganised, a weight loss diet that works, a dating app that doesn't feel awkward to use?
- What's the change you want to see in the world? What ideas could help make this happen, even if only by a small amount initially?
- What would you do if you had a year off on full salary? What business idea could give you some of that experience while getting paid for it?
- Start with the market: who is a group or niche you know well? Who would you most enjoy working with or selling to? What do they want/need?
- What could you offer the affluent at a premium price?
- What could you create that could be delivered automatically without you being present?
- What could you create that can scale to support a large number of customers/clients at the same time?
- What is low hanging fruit for you? How could you easily and quickly offer something you know there is a market for? (Particularly if you need money quickly)
- What live event or experience would you love to create? What book would you love to write? What would you enjoy teaching people?
- Name 3 people whose working lives you would love to have or are jealous of. What project could you do that gave you a taste of their lives?