



Idea Generation

Evaluated Idea + Feedback+ Business Plan = RIGHT BUSINESS

RIGHT BUSINESS X (ACTION+ HABITS)= Successful Business

First things first, you need an idea! Where do millionaires find their ideas?

Usually it doesn't start from them trying to "find their passion."

Here are the top three ways millionaires found their businesses:

- Something they already know/industry they are in
- A problem they have outside of their expertise
- Asking others what problems they have

Get Your Right Idea

List 10 Things You Already Know Very Well: (Current job skills, Hobbies, etc.)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

List 10 Ideas Where You Saw a Need

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

List 10 Industries You Might Want to Work In (Passionate about, want to learn, etc)

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Action Item:

Take these ideas, and grab a journal. Start to think these industries and areas and see if there are any opportunities to solve a problem. Start to talk to others in the industry and see if you can come up with your business idea. Write down a list of at least 10 problems that you can solve.

This step may take some time. That's OK, but give yourself a deadline on when you will need it complete by! Otherwise you will never actually pick an idea!