

Millionaire **INSIDERS**

A stylized black silhouette of a city skyline with three buildings of varying heights, each with a grid of white squares representing windows.

Real Millionaires - Real Action

with Jaime Tardy, The Eventual Millionaire

Jayson Gagnard is one of today's notable Entrepreneurs is the founder of Mastermind Talks, which is a very successful business formed around a very unique idea. Jayson's idea was to connect today's entrepreneurs with like-minded leaders, as well as provide them direct access to these leaders, or as Jayson says "Brilliant Minds." To qualify for Master Mind Talks the entrepreneurs must be ready to make the transition from working on their business to working on themselves. Currently, Mastermind Talks is very successful because Jayson worked through series of steps to test his idea prior to launching it on a full scale. Jayson's philosophy is that one's business is merely an extension of who you are.



02 Test for Quality - Your Idea is an Extension of You

□ Start with a Problem that requires a solution

Every business begins with one single idea and through a series of steps that idea becomes a successful business. The key to finding just the right idea is to find a problem that requires a solution. Once you've discovered the need it's time to explore and validate your idea to ensure you're on the right track.

TAKE ACTION NOW:

Make a list of ideas you would identify as “a problem that requires a solution” and explore that topic by researching and validating there is in a need for a solution.

□ Test Your Idea for Success

Rather than launching on a large scale and taking the chance of wasting your time, money and energy you should start off with testing your idea on a small scale. If your test proves successful on a small scale, you can then move forward and begin investing more time and energy into larger, more complex activities.

TAKE ACTION NOW:

Research your target audience and where they hang out. Write Down your ideas on how you can launch your product on a small scale, research and pick the best option.

□ What makes you different?

Prior to introducing your idea to your audience, identify your differentiator or your Unique Selling Proposition. The market is competitive, as you know; therefore your audience has choices. Your audience will ask the question, “Why should I buy from you?” and if you can clearly communicate that answer in your offering it will set you apart from your competition.

TAKE ACTION NOW:

Write down your Unique Selling Proposition and edit the statement until it clearly communicates your differentiator.

□ ORGANIZATIONAL CHARTS

Now that you have your Mission Statement written down, it's time to visually document the organization of your business. An Organizational Chart provides a decision making structure, allows your team to know where they fit into your business and their responsibilities.

06

TAKE ACTION NOW:

Visualize your business as a machine, how does it happen? As you think through the process logically, document it so your business structure is clearly laid out.

□ Test Your Idea on a Small Scale

You're ready to move forward and test your idea. As you define your initial test, it's important to maintain a focus on the value of your product or service. As you focus on value to your audience, it will make it easier to communicate your offer's features and benefits to the audience. The quality of your product or service, as well as the value it provides to your customer will be the ultimate reason your idea is a success.

TAKE ACTION NOW:

Roll out your small-scale test to your audience and monitor your activities from the beginning. Make notes of any inconsistencies or areas of improvement.

□ Review, Measure and Improve

Roll out your small-scale test to your audience and monitor your activities from the beginning. Make notes of any inconsistencies or areas of improvement.

TAKE ACTION NOW:

Look through the data you've compiled to determine the success of your small-scale test. List any post-release follow up and then take action.

FINAL THOUGHT

Testing your idea prior to investing significant time energy or money will save you a lot of hassle and disappointment. It will also provide you the opportunity to perfect your process so you can be sure you're setting yourself apart from the crowd. As your business will ultimately become an extension of who you are, taking the time to test your idea on a small scale and then working up in size, by the time you're ready to make bold statement you will feel confident. 'Take action.