

30

*Action* Days  
to  
Idea  
Success



Sylvia Henderson



IDEA SUCCESS  
NETWORK

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people on their idea success journeys!

Contact Sylvia Henderson at the contact  
information under her bio.

## Welcome to Your 30-Day Idea Success Journey!

On your idea journey, you sometimes need added support to stay motivated, find resources, and grow your knowledge and skills so you can implement your ideas more effectively. The ideal support for your journey is another person—human interaction—for collaboration and accountability. Other supports may be in the form of tools, referrals, and learning opportunities.

This book is your additional support tool to help you implement your ideas. Within these pages you find motivational quotations and images, referrals to Idea Discoveries<sup>®</sup> which are resources I've researched in the realm of ideas work, and lessons in the form of articles I've written that cover many aspects of getting clear about, developing strategies for, communicating, implementing, and developing the discipline required to see your ideas through to fruition.

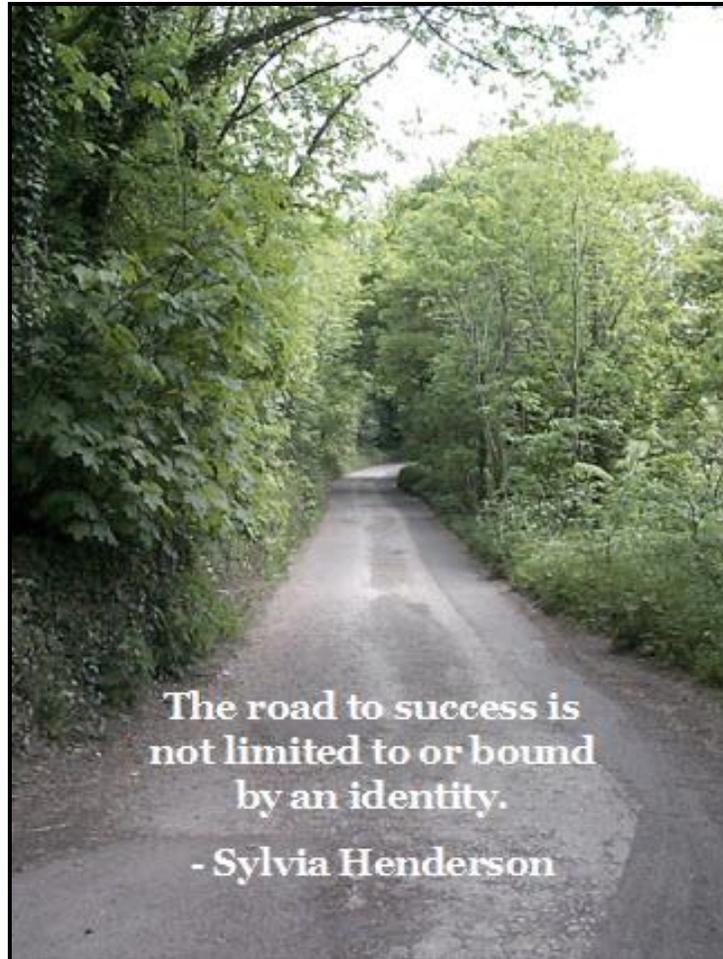
Success is a process. It takes approximately 28-to-60 repetitions of a process to make it a habit. You get 30 days' resources here in this book to get you well on your way to your idea success. One set of a left-side page and a right-side page make one day's reading & inspiration as if you opened a printed copy of this book and laid it flat to see both pages together.

Get daily inspiration from the quotations and images. Explore the Idea Discoveries<sup>®</sup> and see what works for you. Read the lessons and apply what 'speaks' to you and your ideas.

Join our [Idea Success Community](#) for continued discoveries, lessons, inspiration, and to collaborate with positive and supportive people who are on their own idea journeys.

*Sylvia Henderson*





### **Idea Discovery**

*Looking for new business ideas to implement? Sometimes they are right in front of you. Take a look at this article by Nadia Goodman from Entrepreneur.com for a few tips on how looking at things from a different perspective in everyday life can give you just the jump start you need to come up with a novel idea!*



<http://www.entrepreneur.com/blog/225348>



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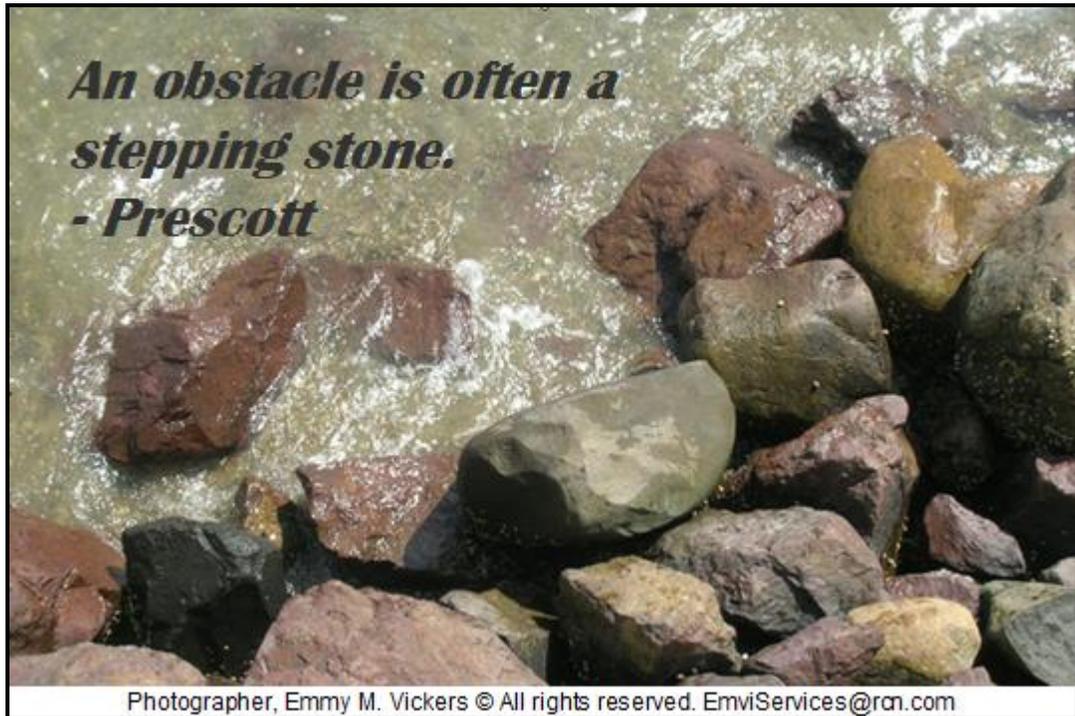
## **Idea Tip #1**

Practice effective presentation and communication skills and be mindful of your personal and professional branding. When you communicate your idea messaging, ensure your audience takes you seriously and respects your knowledge and skills so that they support and promote you and your idea



## **Idea Tip #2**

Take advice from people who have experience. Many people have advice to offer - and they do - yet the guidance to listen to must be that from people who have done what they advise...and learned from or succeeded with their experiences...



## **Idea Discovery**

*Check out this blog by Nadia Goodman at Entrepreneur.com on how to organize new ideas within an organization. These suggestions align with my IMPACT process.*



**[4 Ways to Organize New Ideas and Drive Innovation](#)**



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## **Never Know Until You Ask**

My mom underwent physical therapy a few years ago to build strength in her legs. She did so trying to rid herself of the cane with which she had to walk. The doctor recommended that she purchase a recumbent bicycle to use at home so that she could exercise her legs several times a day. Just before we left the doctor's office I went back to ask the doctor about alternatives to the recumbent bicycle she recommended. At 90+ years of age my mother could use equipment either for the next ten years (I come from solid stock!) or only the next month. One could never know.

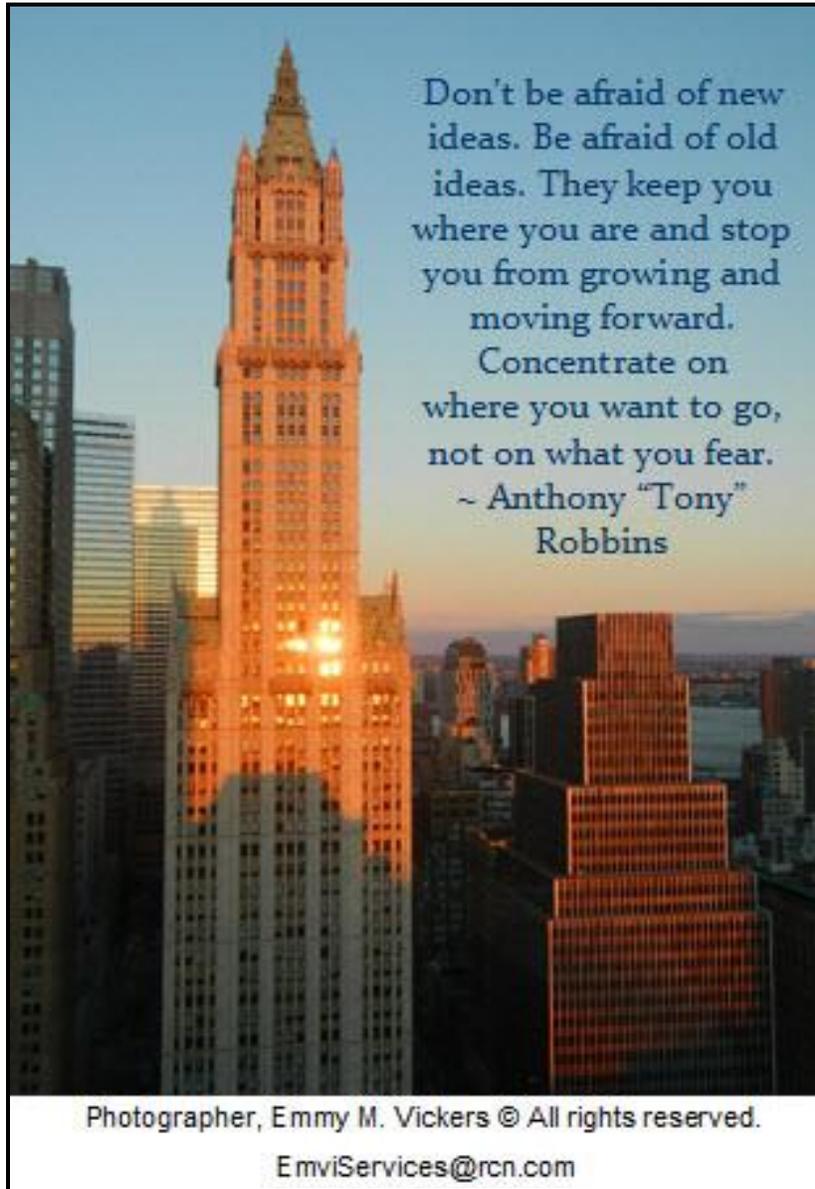
After I asked about alternatives to the expense and space such equipment requires, one of the Physical Therapists momentarily disappeared. He returned with a small contraption with pedals. He noted that it had been in the storage closet for months waiting to be discarded. He preferred giving it to someone who would use it over simply trashing it, but no one had asked before then. And there I was...asking.

As Mom and I exited through the waiting room, more than one person inquired about the contraption in hand. They exclaimed how useful such a device could be to them. Until they saw me with it they would never have thought to ask for something like it.

When you're stuck trying to figure something out as you implement an idea, how long does it take for you to ask for insight from someone else whom you trust? On what have you missed out by not asking?

You never know until you ask. More often than not, I get an answer that reveals a small shift in perspective or adds just enough insight to get me moving on my own again. It's not luck. Assert yourself. And just ask!





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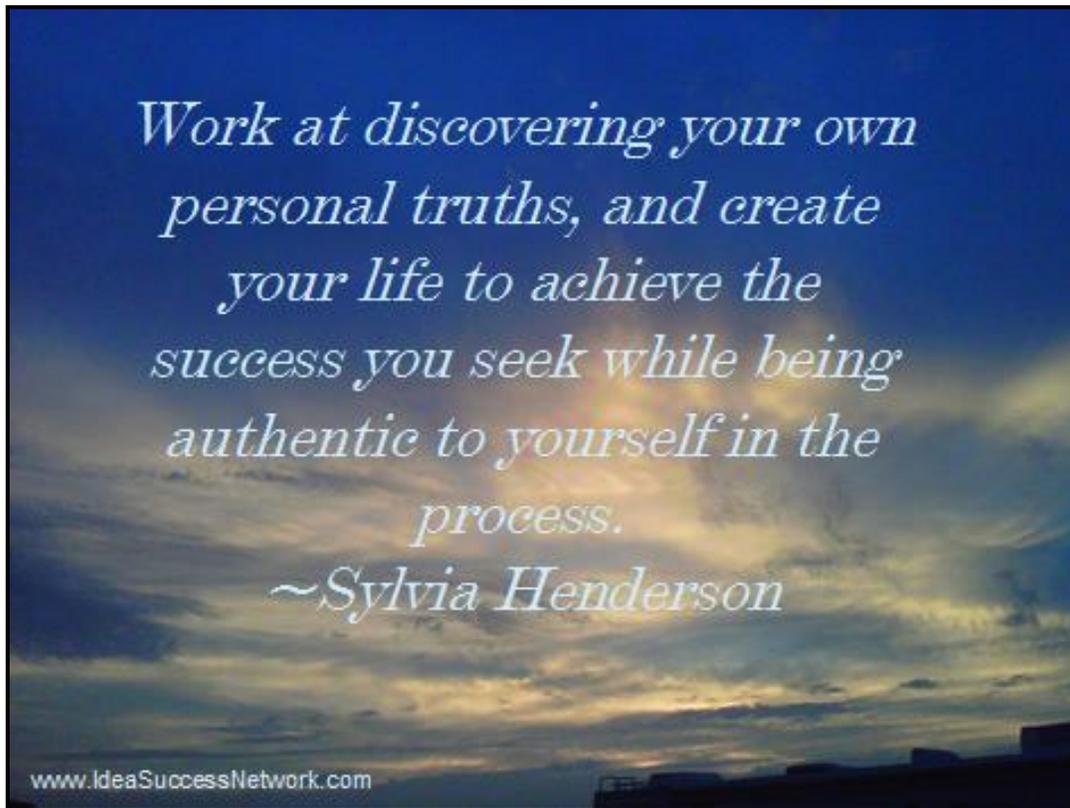
### **Idea Tip #3**

As soon as an idea comes into your head, capture it on a readily-available medium. If you wait to capture your idea, you will "lose it" as you think new thoughts within seconds



### **Idea Tip #4**

Capture your ideas with a tool that allows you to easily transfer your notes. There are multiple applications on the market - many free - that allow you to use your mobile devices, the Internet cloud, and your desktop and networked workstation. This allows you to capture and retrieve your thoughts anywhere and sync all sources so that they stay up-to-date



### **Idea Discovery**

*Here's a blog by Charles Lee of Ideation that I read that I wanted to share with you. Aligning with my IMPACT process, Charles writes about how it's the IMPLEMENTATION that really matters.*



### **What If They Steal My Idea?**



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## **What Do You Do Differently?**

This is a typical marketing question for determining your unique selling proposition. Your answer helps you distinguish yourself and your business from the rest of the pack. However, I ask this question in a different context here.

When you think your idea may "get lost" in a sea of similar ideas, ask yourself, "What do I do differently?" See if you can relate how something you do differently overall can apply to your idea.

Here's an example:

I have a ton of new information product ideas. So do a lot of speakers, coaches, trainers, and other information-based entrepreneurs. There are a lot of ways in which we can convey our knowledge and expertise. While I am good at in-person facilitation and writing, what I do differently is combine an impromptu (yet professional) electronic recording with a physical product and regularly use the US Postal Service as my distribution channel to my engagement community. When I pitch my product ideas to potential supporters I emphasize the value of my differentiation in a mobile device world.

What do you do differently? Make an otherwise "common" idea stand out, and be sure your differentiation is in your idea messaging.



*Establish a reputation for respecting time and being prompt, which will encourage those who know your reputation to be on time themselves.*

*Sylvia Henderson*



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Image courtesy of Winnond / FreeDigitalPhotos.net

**Idea Discovery**

*When you have ideas, do you let your "inner voice" discourage you from action?*

*Whose voices do you hear?*

*How do you get past those voices – sometimes anointed as "shame" – to get moving and get implementing your ideas?*



*Listen to Dr. Brene Brown's TEDTalk on "Listening to Shame"*  
[HERE](#)



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### **Idea Tip #5**

Use a single source to collect your ideas. The more consistent you are with a single source, the more you will capture and be able to retrieve.



### **Idea Tip #6**

Use a decision tool - like a SWOT Analysis - to determine which idea among multiples you will focus on as your “money idea”. A SWOT Analysis allows you to analyze the strengths, weaknesses, opportunities, and threats each idea presents for you or your organization so you can determine on which idea you will focus.



### *Idea Discovery*

*Are you an inventor? Do you have an idea for a physical product that you want to market? Check out Think Geek's Idea Factory. I ran across this page while surfing and wanted to share it. After following the steps for my IMPACT(c) process, this is the next step you might want to take to get your product out to the masses. Here is the link to the page with instructions and guidelines.*



[ThinkGeek IdeaFactory](#)



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## **Drill Deep Enough to Strike Oil**

I'm not ashamed to admit it. I am hooked on soap-opera television programs like "Dallas" and "Desperate Housewives".

Take Dallas (please). The oil barons of Southfork Ranch (in Dallas, TX of course) drill deep to strike oil. You can do the same to strike oil with your idea. Just keep asking yourself, "And this means / does / requires / results in what?" Ask yourself the same question at least five times – once to each answer you give. By the fifth answer you most-likely will strike the richness of your idea.

For example, let's use the idea of adding a home-delivery service to your gift bag business.

(1) Ask yourself, "And this idea means what?" Answer: It means convenience to the customer, yet added costs to my business.

(2) Ask yourself, "And this idea means what?" Answer: It means a happier customer who is possibly pleasantly surprised at the service, yet I will have to charge a little more to absorb the added costs. (And I need to determine what those added costs are.)

(3) Ask yourself, "And this idea means what?" Answer: It means only a customer of a certain income bracket will take advantage of this service so I must target that type of customer with my marketing the new service.

(4) Ask yourself, "And this idea means what?" Answer: It means I have to get help with creating an awareness campaign because I have no idea how to message such an offering.

(5) Ask yourself, "And this idea means what?" Answer: It means I can distinguish my business as a higher-end servicer, charge more, and reap a higher profit margin if I get the right help with laying this out completely. It's do-able, could expose my business to a different market, and I'm excited!!!

Dig deep to strike oil with your idea. You might find it leads you to richer territory.





### *Idea Discovery*

*In today's business world it sometimes is just not enough to do what is required at your place of employment. I came across this article which discusses how coming up with ideas to save your employer money, time, etc., could give you the upper hand if and when cutback time comes around. You can use my entire IMPACT(c) process to put those ideas to work for you AND your employer!*



["How One Word Can Kill Your Career"](#)

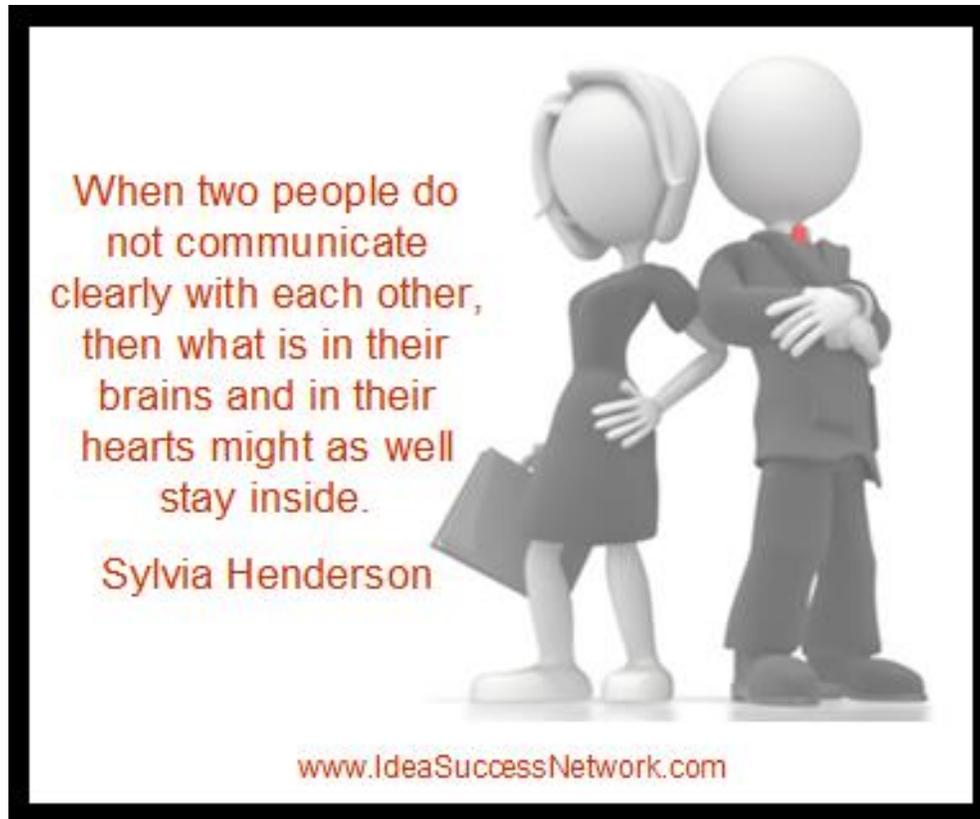
## **Idea Tip #7**

Keep a journal for your ideas from the very beginning - your first thoughts. Record, copy, tape, or otherwise store all details as you move along. Should the origins and development of your idea ever get called into question, you will have proof of your idea status.



## **Idea Tip #8**

Create a new page, file, or folder for each idea you have. This allows you to add details of your ideas in an organized manner as your mind jumps between ideas.



### **Idea Discovery**

*I came across this website recently and just about got lost inside once I was there. You can spend hours reading all the ideas that are LOADED into this website.*

*Springwise collects data sent in by "Springspotters" across the globe and compiles and publishes the info into one website. They also publish a newsletter which you can subscribe to for free.*



<http://www.springwise.com/>

## **Look Back to Move Forward**

You are more certain to succeed with implementing your ideas when you develop a strategy for doing so. One way to determine your implementation strategy is to work backwards.

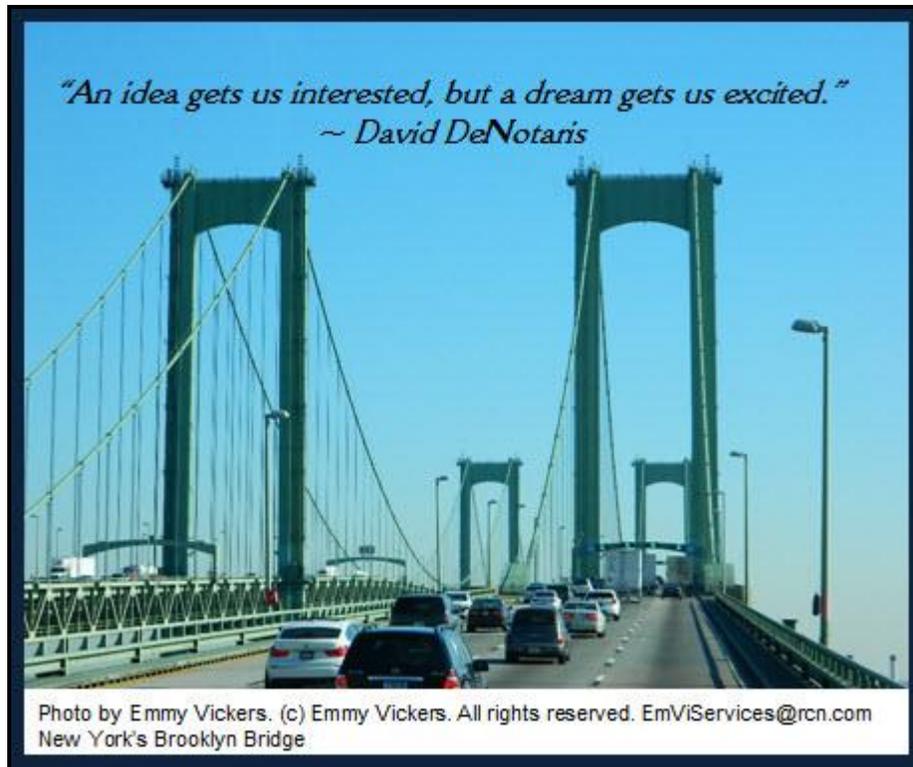
Determine your end result – what does your world look like when your idea is fully implemented? Then work backwards, identifying milestones along the way that must be in place in order for the next milestone to take place.

For example, I have an idea for a craft project. Working my way backwards to create my implementation strategy I identify the following milestones:

- (9) End result (idea completed) = the finished craft project.**
- (8) Examine the assembled project.**
- (7) Permanently glue project components into place.**
- (6) Adjust for fit / changes.**
- (5) Put together the project components using temporary adhesion.**
- (4) Lay out the project components.**
- (3) Purchase / obtain the project components.**
- (2) Create a shopping list for the components of the project and necessary supplies.**
- (1) Sketch my vision of the craft project.**

This backwards approach is akin to the commercial that shows a product being taken apart component by component. You peel back the layers of your idea, figuratively speaking.





### **Idea Discovery**

*Nathan Tesler, a 20 year old student, came up with an idea for a mobile application for writers called Werdsmith, an application that helps writers manage their workflow and collaborate on projects. His best ideas came to him while he was on the go, and he wanted to be able to write when an idea came to him, which is how Werdsmith was born. Nathan didn't have programming skills, so he took an online course in programming and within 3 months, turned his idea into an application.*



*See the full story behind Nathan and his idea [here](#):*

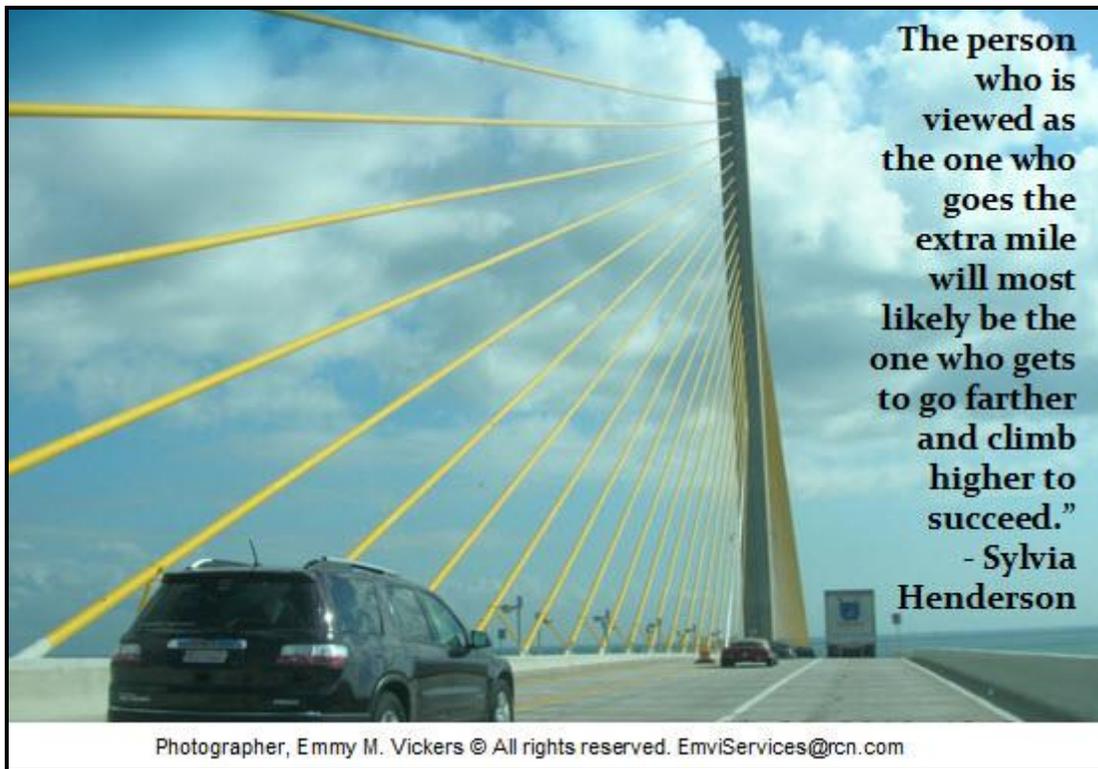
## **Idea Tip #9**

Read! Read a lot. Read anything and everything you can. The more you expose yourself to other writings and designs, the more you feed your ideas with different perspectives. You get more ideas from other people's ideas!



## **Idea Tip #10**

Determine a “people strategy” and a “timing strategy” for implementing your idea. People will support and help you move your idea forward; timing will influence what you can get done, by when.



### *Idea Discovery*

*Looking for new business ideas to implement? Sometimes they are right in front of you. Take a look at this article by Nadia Goodman from Entrepreneur.com for a few tips on how looking at things from a different perspective in everyday life can give you just the jump start you need to come up with a novel idea!*



<http://www.entrepreneur.com/blog/225348>



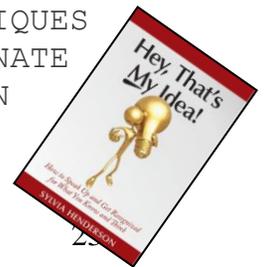
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## CHALLENGE #1: Hey, That's MY Idea!

One way to clear your mind so you can see your idea details more clearly is to challenge your brain by working out puzzles. These “tease your brain” to keep it active, while distracting you for awhile so that you get away from your task at hand. Try this word search puzzle on for size, and then get back to working on your idea!

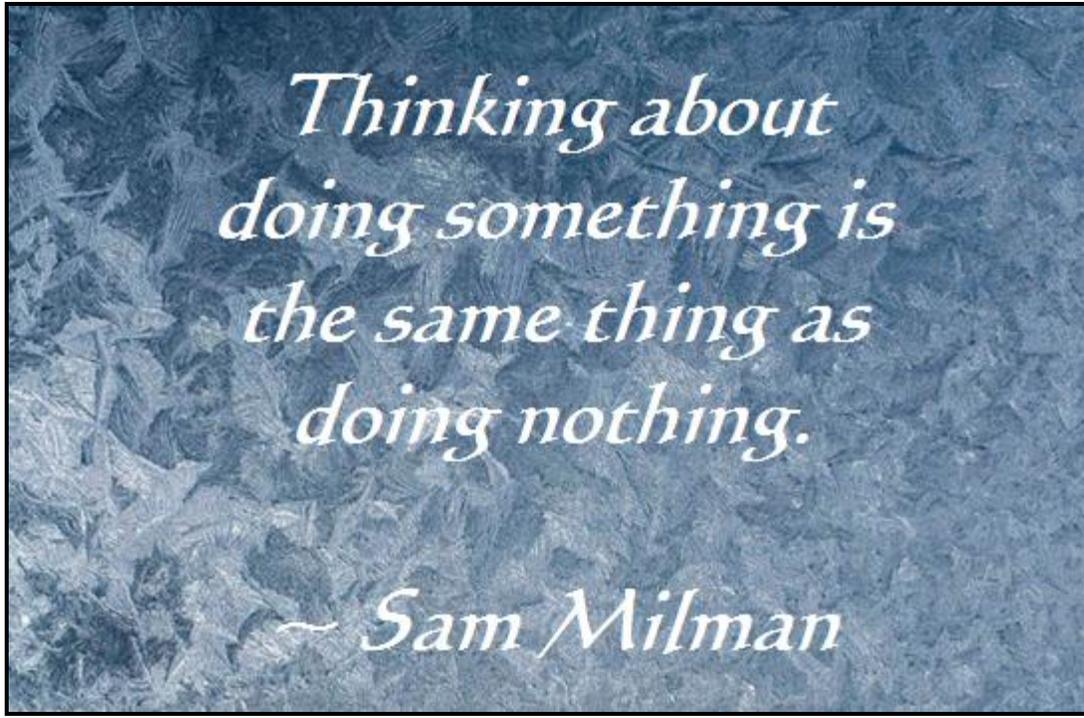
<p>Find the words in the list below in this puzzle.</p> <p>Within the puzzle the words may be oriented up, down, or criss-cross; backwards or forwards.</p> <p>Some words share letters with other words as they criss-cross each other.</p> <p>All of the words in the list below are in this puzzle. Enjoy!</p>	<p>T N L E W S M M V L P I S I A F T X M E          O H Y C I T N Z D S N D E H D P C D B S          E F S R W C D P R E S E N T A T I O N J          S L I S T E N C O U R A G E A R J A V G          O A X K N E N I L Q Z S E O C P E I W W          P W P C T O O Q M I E U E D T D S J E T          R R G W N M I X Y N O C J I I I O T B Y          U K O I E H S T G H Y C K Y O Y A C S T          P R W J M P S A N C O E M N N N E T S C          K B C E E V I T R E S S A I I L T N E A          Y L U A L C M M E T T S V M T C A O O P          W K K X P B T R F A E T R B R T I Y S M          B U W G M A A O H C S E A R V D T Q A I          P J B G I Y R T R I T A U E E I I I S M          T Q O B T G Y S N N M M D C R A N J D J          J Q P K A E C N G U P L I Y A X I W D Z          U B C N H T M I G M O S E N W H H X A V          E E I U B A B A A M I C N D D U N K B W          C Z Q S F R J R B O U Z C P A S S I O N          E H A G W T Y B N C B E E A E U E Y P D          W P U N D S P M N C A R A R H P S T Z W          X S Q J H C I F N O R F N S V P O R V N          E F P Q Z S U L Q U P A F J G O L D E T          K R S V A D K Q A I V W D O L R C O I P          E K F L Y I G D M T U E X L I T F Z T T</p>
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- |             |                 |              |            |
|-------------|-----------------|--------------|------------|
| ACCOUNTABLE | HEYTHATSMYIDEA  | PERSUADE     | SHARE      |
| ACTION      | IDEA            | PLOT         | SPEAKUP    |
| ASSERTIVE   | IDEASUCCESSTEAM | IMPLEMENT    | STRATEGY   |
| ATTENTION   | IMPACT          | INITIATE     | SUCCESS    |
| AUDIENCE    | MOLD            | LISTEN       | SUPPORT    |
| BRAINSTORM  | MONEYIDEA       | MINDSET      | TECHNIQUES |
| CLOSE       | NEGOTIATE       | MISSION      | TERMINATE  |
| COMMUNICATE | NETWORK         | PRESENTATION | VISION     |
| DECISION    | ORGANIZE        | PROJECT      |            |
| ENCOURAGE   | PASSION         | PURPOSE      |            |



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### **Idea Discovery**

*Looking for unbiased reviews of web-based & digital tools?*

*I found this resource that seems to offer unbiased and thorough reviews of a variety of web-based and digital tools. It looks to be a Consumer Report(TM)-type resource for web and digital tools. The dates of their research publications are clearly displayed so that you know how current is their information.*



[We Rock Your Web](#)

## **S-E-A Your Possibilities**

In order to move forward with your idea when external forces push you back, S-E-A your possibilities.

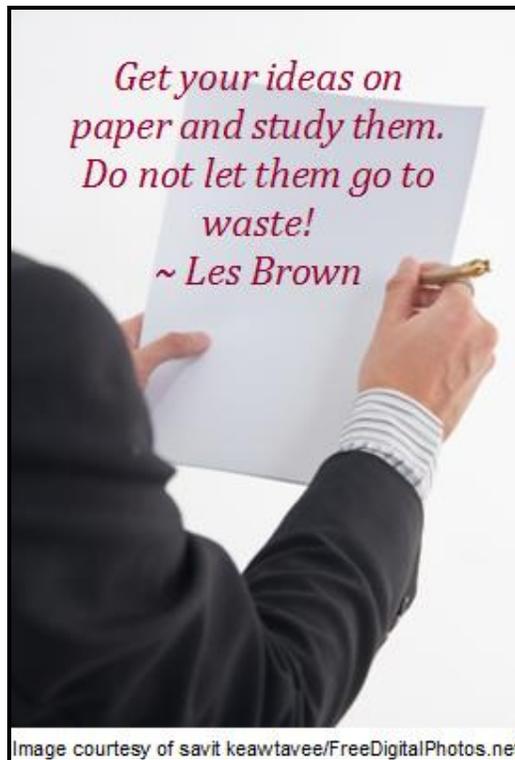
**S = Shut out the noise...**literally and figuratively. Shut down your computer. Turn off the email and calendar notices. Keep the family out of your office. Put your Smartphone on "silent" and stuff it somewhere where you won't hear it buzzing. If you have piles of paper surrounding you, move to another area for a while. I won't even bother suggesting that you clean up your piles because that would be hypocritical of me as I look at my own piles! Removing distractions helps you concentrate on your idea with greater focus.

**E = Eat good.** OK...so that's not proper grammar. Avoid heavy foods for a short time and put salads and vegetables on your menu. Clear your body of foods that weigh you down and you clear your brain. When your brain is clear you see your idea more clearly.

**A = Affirm** your belief in yourself and your idea. Clip a favorite inspiring quotation and read it aloud. Keep a photo nearby of the person/people who inspire you. Make a vision board and post it where you can see it. Repeatedly remind yourself why implementing your idea is important to you. You must believe in yourself before anyone else can believe in you.

Make waves with your idea. **S-E-A your possibilities!**





## **Idea Discovery**

*I came across a book by Scott Belsky, "Making Ideas Happen: Overcoming the Obstacles Between Vision and Reality".*

*Bringing your idea to life is what this book is all about. The author expands on three principles: Organization, Collaboration and Leadership. This aligns with my IMPACT(c) process. You already realize that it's not enough for you to have an IDEA. It needs to be executed for something to happen for you!*

*Scott has an impressive system developed for making ideas happen:*

- An iPhone app,*
- A set of project management tools,*
- A web magazine "99%", and*
- His own speaking programs.*

*I love that it aligns with my helping you make your IMPACT(c) ...one idea at a time!"*



*Here is a link to Scott Belsky's website: <http://scottbelsky.com/>, where you can find his book as well*

## **Idea Tip #11**

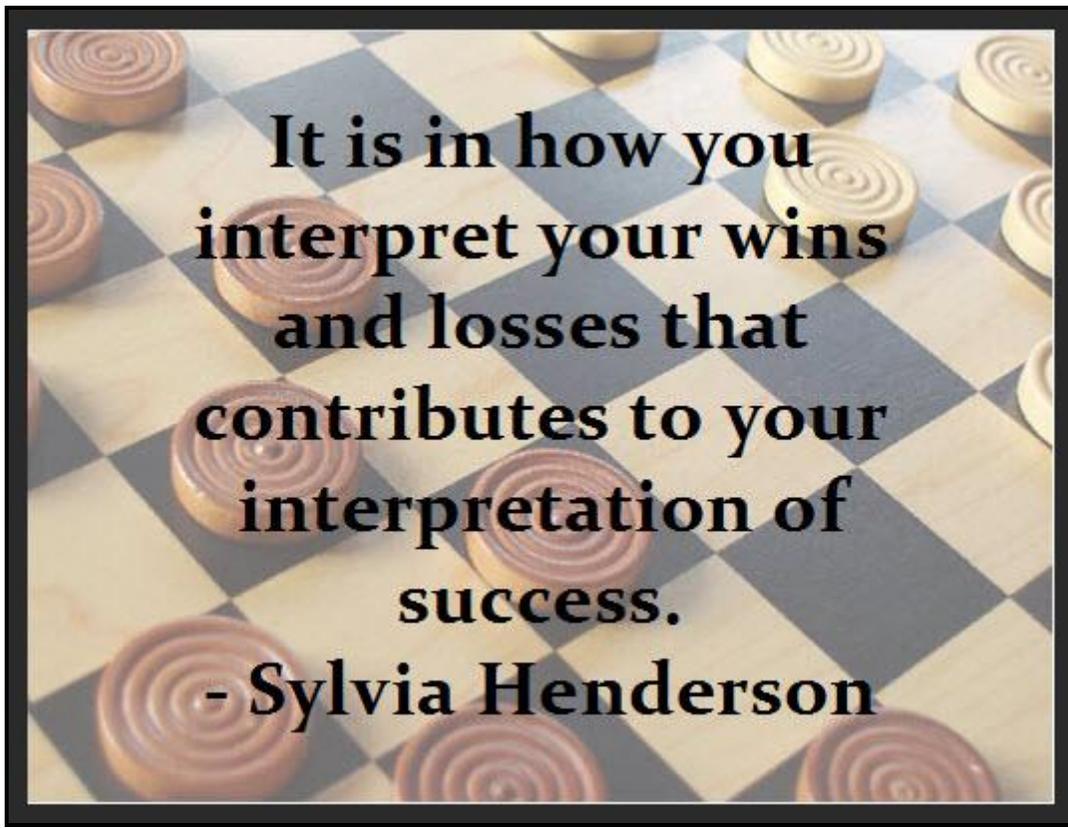
Avoid telling family and friends about your idea if you know them to be cautious, or you doubt they will understand it at first mention.

Develop your idea and your message, and then reveal its magnificence so as not to be discouraged by well-meaning naysayers.



## **Idea Tip #12**

Develop relationships with people you may need to call on and lean on before you need them. They will be more open to you and support you when you connect with them before they're needed.



### *Idea Discovery*

*Check out this video by Steven Johnson, best-selling author of six books, who has just completed his latest book "Where Good Ideas Come From: The Natural History of Innovation". His video (from the TED website), is based on his book, and briefly explains the history of idea brainstorming, beginning in the coffee houses of England in the 1600's. He explains how collaboration can be so essential to implementing your idea, which aligns with my IMPACT(c) process; getting others involved can grow your idea by leaps and bounds!*



You can view Steven Johnson's TED video [here](#)



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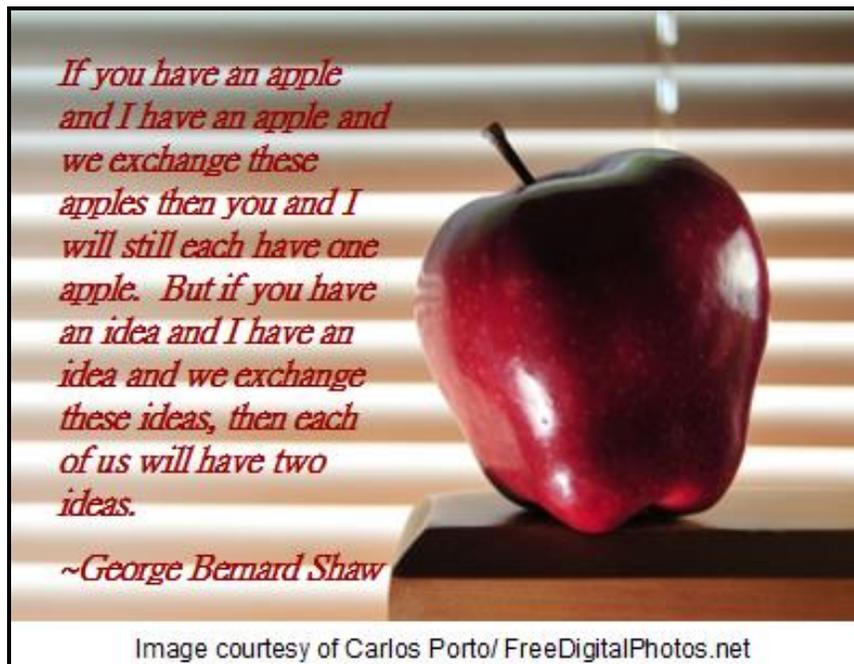
## **Flip-Flops Not Just Beach-Wear**



It is noted in political circles that flip-flopping (reversing your stand on an issue as it suits your audience) is a negative thing to do. When digging into the details of your idea, however, flip-flopping is a good thing! This process allow you to look at your idea from two perspectives. Here's how it works.

You take your idea and look at how the world will be when your idea is implemented. Then you take your idea and flip-flop ... look at your own idea as if you are AGAINST it. What issues come up with this perspective? It's that simple.

Flip-flopping with your idea helps you to identify the counter-arguments ahead of time, and allows you to be better prepared with your answer to those counter-arguments when they arise. Flip-flops are for more than walking on the sand!



## **Idea Discovery**

*Check out this article by Heidi Neck of Forbes Magazine. There are some obstacles that many of us need to overcome to implement our ideas. Taking small steps to overcome these obstacles can make the difference in being successful. Part of my IMPACT(c) process requires taking action; ask for advice, talk to others and you can come closer to conquering those obstacles and succeeding!*



You can read the article here: [\*It Takes Kinetic Energy To Turn An Idea into a Business\*](#)



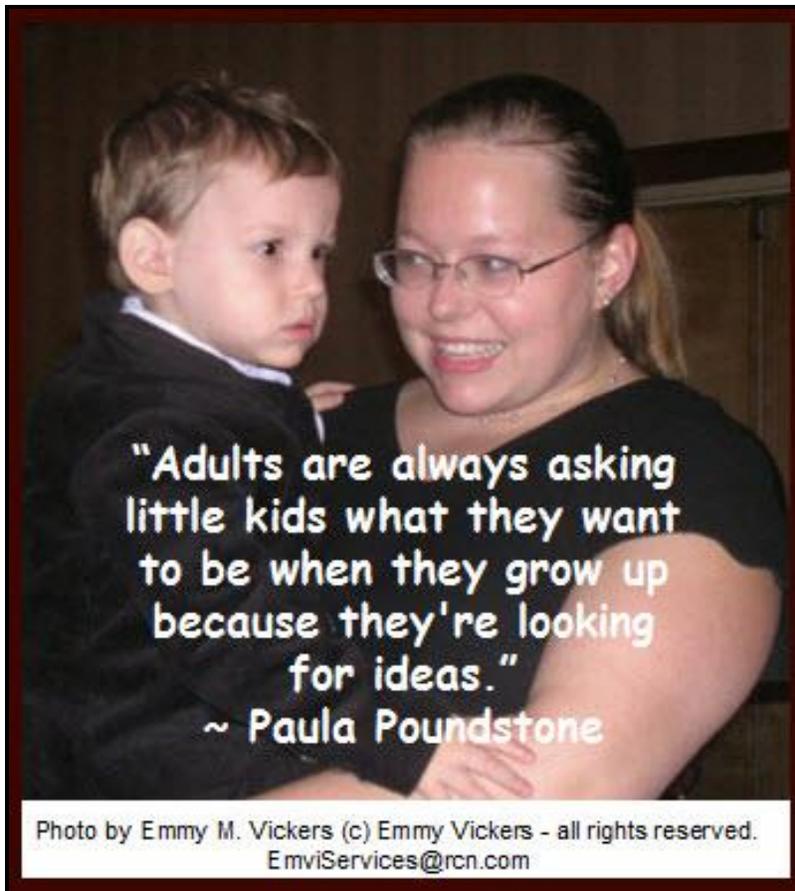
### **Idea Tip #13**

Schedule idea-related tasks into your calendar and daily operations. Working on your idea a little at a time within your regular schedule keeps your project from being overwhelming as well as makes your idea part of your life (rather than a secondary, easily-rescheduled aspect of life).



### **Idea Tip #14**

Consult experts on intellectual property; legalities; regulatory issues; and business structure. Specialists in specific fields are best able to keep you and your idea protected in ways you may not have considered.



### *Idea Discovery*

*I came across this article in the Ventura County Star (Ventura, CA) about teens pitching their ideas to investors for cash prizes and possible financing for their idea.*



<http://www.vcstar.com/news/2012/nov/30/young-entrepreneurs-pitch-ideas-in-ventura/>

*Getting kids to think creatively will lead to their success and breed an exciting new group of entrepreneurs!*



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## A Time for Ideas

(Altered from "A Time for Everything", a poem from the Bible – New International Version, Ecclesiastes:3)

I altered this poem so that the words apply to ideas *regardless of* religious or spiritual beliefs. Simply the source of the poem represents a specific belief.

There is a time for everything, and a season for every [idea]:  
A time to scatter idea details and a time to gather them,  
A time to embrace new ideas and a time to refrain from adding more,  
A time to search for ways to make your ideas work, and a time to give up and move on to a different idea,  
A time to keep moving and persevere, and a time to throw away further efforts along your chosen path and find a new one,  
A time to tear down and analyze, and a time to mend or reconstruct your strategy,  
A time to be silent until you've protected your idea, and a time to speak up and share your idea with a community of collaborators.

While there's a time for everything, when you have ideas to implement and find you "have no time" to work on them, **MAKE TIME**. Easier said than done? Not if implementing your idea is a priority for you. Here are three ways to "make more time" so you can be in action with your ideas.

1. **Identify your "time takers"**. Take a pad of note sheets with sticky backs, or 3"x5" index cards, and write down everything that occupies your time in a given day (or week, or overall). Also write down the ideas you want to implement. Note one item per note sheet or index card. Spread your notes/cards out on a table.
2. **Prioritize everything**. Integrate your ideas with your current commitments by prioritizing everything. Physically rearrange the notes/cards on your table so that your highest-priority items are farthest to the left (if your language is a left-to-right-reading language; vice-versa if the reverse) and those of lower priority in your life descend to the right.
3. **Set an intention to focus and act on your top five...now**. Make sure that at least one of your ideas is in your top five priorities for "now". When you set an intention you **set your mind and make a commitment to yourself** to do, be, or feel what you intend to do, be, or feel.

Plan your days, weeks, and so on with the tasks and actions that move you forward with your top five. Repeat this process at regular intervals so that you continue to focus and act on your ever-changing top five.





## **Idea Discovery**

*Don't ever dismiss your idea as not important or BIG enough. Watch this wonderful video from Adam Savage of the television series "MythBusters" and see how the most simple ideas have lead to amazing scientific discoveries.*



[http://www.youtube.com/watch?v=F8UFGu2M2gM&feature=player\\_embedded](http://www.youtube.com/watch?v=F8UFGu2M2gM&feature=player_embedded)

## Communicate Clearly

Communicate fully and effectively to get your idea across to others.

- Create a positive first impression.

## PERSONAL BRANDING

- Make your message clear and concise—in their own language, using terminology they understand.
- Listen!
- Question. Rephrase. Elaborate.
- Learn and practice effective presentation skills.



## Consider Your Audience

- With whom must you connect and communicate?
- What do you need to tell them?
- How do they best receive information?  
(Communication styles)
- What's important to them (that your idea fulfills)?
- What support do you need from them?
- How can you help them?



Initiate your idea  
Mold your mes  
Plot your stra  
Attention...  
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### **Idea Tip #15**

Play a brain challenge to get unstuck. Exercising your brain with a puzzle or challenge game helps you focus on something other than your idea minutiae and keeps your brain active.



### **Idea Tip #16**

Develop your idea implementation strategy with a trusted partner. The adage “two heads are better than one” ensures you benefit from different perspectives that cause you to consider strategy options you may overlook when working solo.



### *Idea Discovery*

*Check out this blog from a young lady in Australia that aligns with my teachings regarding the IMPACT© process.*



<http://www.skelliewag.org/the-top-20-ways-to-come-up-with-amazing-ideas-157.htm>

*You can also read her past blogs here: <http://www.skelliewag.org/>, where you'll find a wealth of great blogs regarding ideas as well as creative thinking.*

## **It Will Never Work!**

***"It will never work."***

That's what Nick Swinmurn heard about selling women's shoes exclusively online.

He silently founded Zappos.com and sold it to Amazon.com years later for \$1.2 billion.

***"It will never work. There's no money in children's books."***

That's what J.K. Rowling heard when she floated her idea to write and publish a series of children's books-thick books, no less-about wizardry and dark magic.

Can you say "Harry Potter"?

***"It will never work. Guitar groups are on the way out."***

That's what a shaggy-haired, guitar-based singing group from Great Britain heard when they asked about recording and touring with their music around the world.

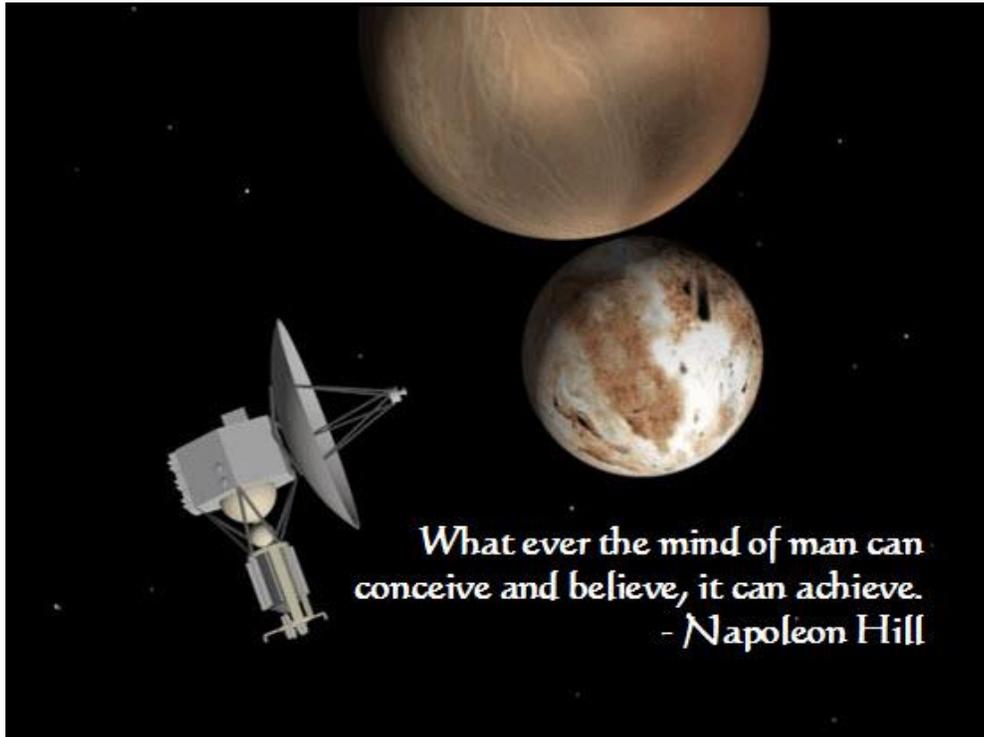
Anyone heard a Beatles song or remix lately?

Have you shared an idea with your family, friends, or colleagues and heard the same, "It will never work" as admonition? I have.

I used to get discouraged and, at times, drop my idea before starting to work on it. Then one day I realized that people typically say these words to me because they are either jealous, or they care about me. Choosing to believe the later I decided that they say these words because they don't want me to be hurt by failure. This realization-or rationalization-changed my entire perspective on the statement. Rather than get angry, I now say, "Thank you for caring about my success". Then I move on to implement my ideas or examine more thoroughly whether my idea *will* work or not.

The next time you hear, "It will never work", consider the intent of the words. If you feel the words are spoken through a caring lens, say "Thank you for caring about my success". Even if the intention of the admonisher is less than altruistic, when you respond with the same "Thank you" response imagine how nicely you'll throw them off their game! Then move on to ensure you achieve the success your idea may garner.





## *Idea Discovery*

*TED Conversations offers an online venue to connect with others around the globe to discuss ideas, issues & thoughts as well as ask questions regarding ANY subject. In order to be a part of TED Conversations, you have to be a member, but sign-up is free! There are featured conversations as well as live, scheduled conversations. You can also start your own conversation. You can sort through the many conversations by category or view a list of all topics.*



<http://www.ted.com/conversations>

### **Idea Tip #17**

Make an Idea Success Board(c) to visualize your idea. Find pictures of and storyboard your idea, and keep the visual posted where you will see it to stay focused on your end result.



### **Idea Tip #18**

Manage your project - your implementation strategy - using tools that allow you to clearly identify and track tasks, deadlines, responsibilities, and results. Without a control mechanism the implementation details will fall through the cracks of “life gets busy” and your idea implementation stalls or stops altogether.



**Idea Discovery**

*We can share our ideas in so many ways. Depending on how much you can share at any given time (with intellectual property rights concerns ever more in the forefront) and what you want to share, popular social media tools differ in how you use them and their purpose for your communications. This article by Never Stop Marketing is a succinct and simple differentiation of the three and helped me a lot. I like simple. (I also suggest spellcheck, but that's not the point here.)*

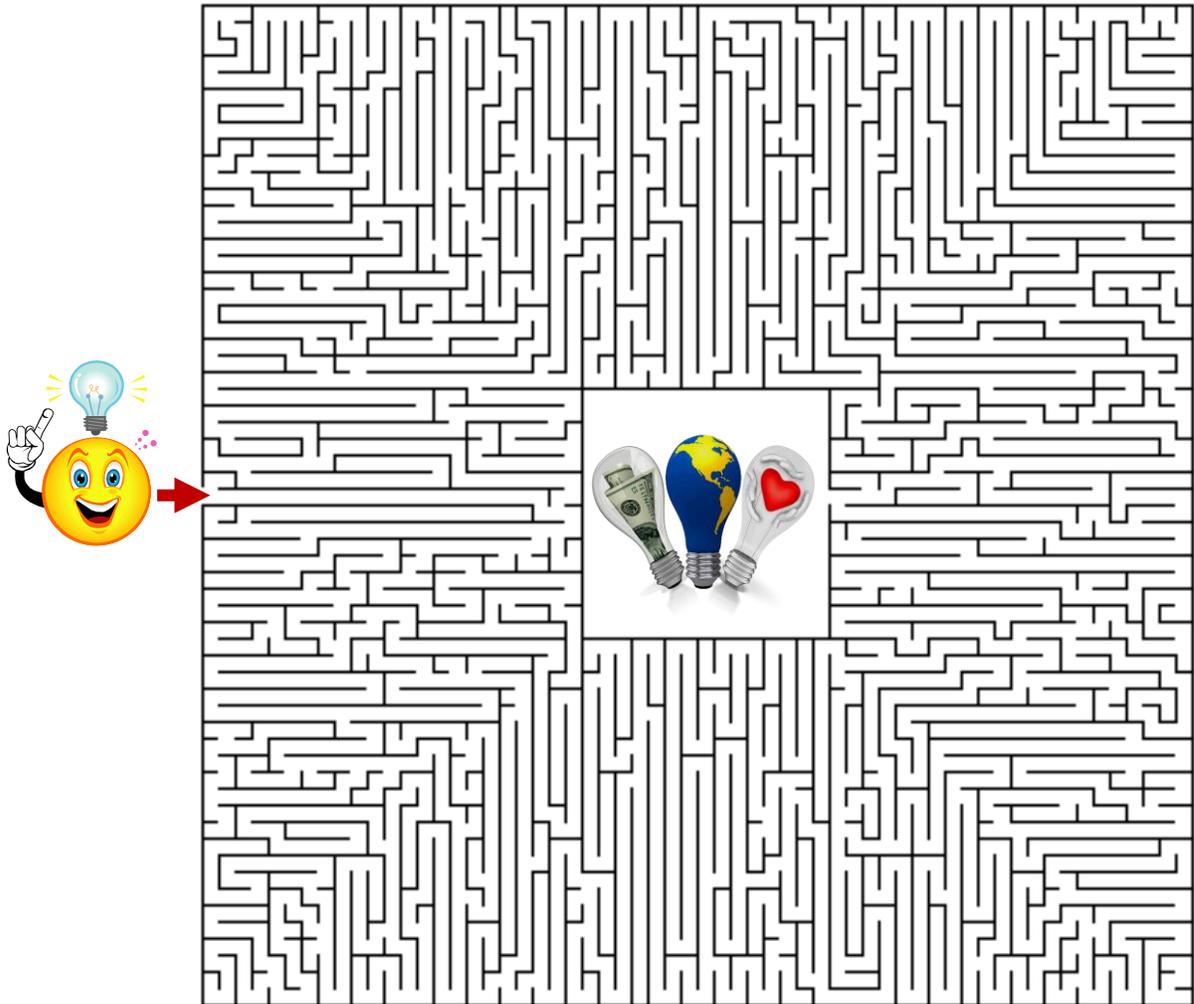


[The Fundamental Difference between Twitter/FB/Google Plus](#)



## **CHALLENGE #2: The World Awaits Your A-Mazing Ideas!**

Sometimes it seems like we have to run through a maze to take the details of our ideas and follow them through to implementation. Take this idea from “a-ha!” through the maze of clarity, strategy, and implementation plan to end up with the results of being in action in the center of the maze.



Sylvia Henderson can help you through your idea implementation maze so you can get out of your head and into action! Get your own Idea Success Notes with tips and strategies for making an IMPACT<sup>®</sup> with your ideas [here](#).

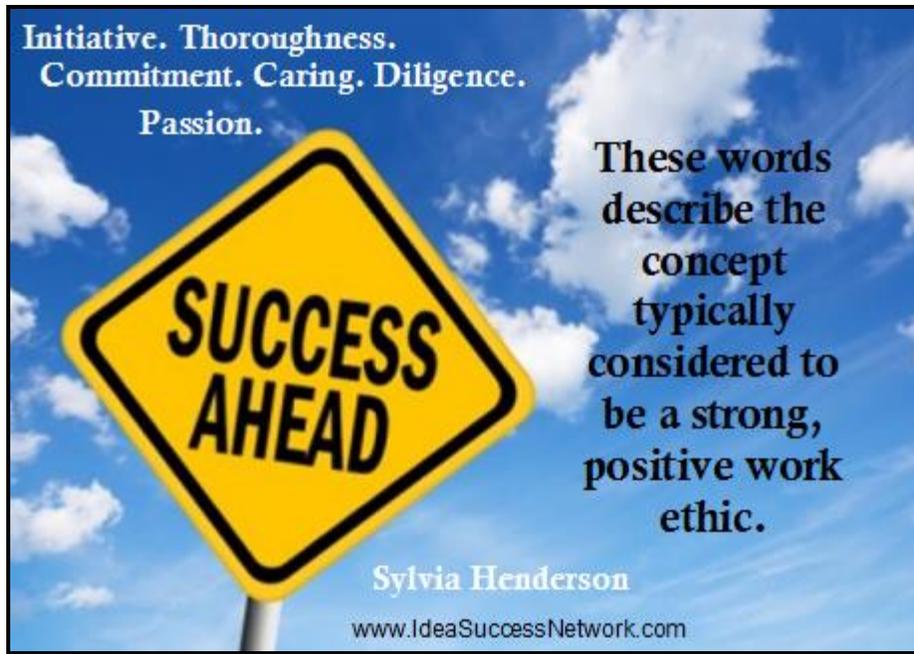
Sign up now for news and tips on bringing your ideas from thought to reality. Receive special bonuses to accelerate your business success!

First Name:   
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Email:

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### *Idea Discovery*

*I found this catalog of apps to help with all aspects of clarity, organization, strategy, implementation, and accountability with your ideas.*



[\*Mosaic Hub Business Software & Tools\*](#)



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## **Step Into Their Shoes**

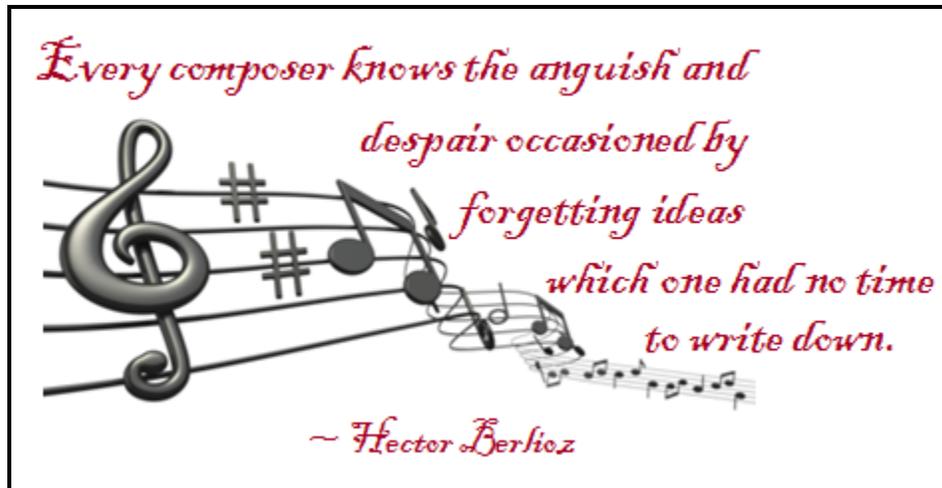


Approach your idea from other people's perspectives by stepping in their shoes. Literally. You need other perspectives on your ideas so that you remove the blinders inherent in working only from your own point of view.

Take a pair of your most comfortable shoes. Identify at least two people you will approach at some point with your idea who think differently from you. Example: If you are a very optimistic person, identify a pessimist. If you are entrepreneurial, identify someone bound to a job or career. Tape a piece of paper with each name onto one of each of your shoes. Put your shoes onto your opposite feet so that your left shoe is on your right foot and your right shoe is on your left foot. Now walk around. Note how uncomfortable they feel.

Imagine each person you identified with each step forward that you take. Make note of how that person will view and react to your idea. Prepare your responses and gather the details you need to address the different perspectives.

Walk in other people's shoes to step out of your comfort zone. When you make decisions and act staying only in your comfort zone, familiarity and enthusiasm about your own idea can blind you to essential details.



### **Idea Discovery**

In my ["Hey, That's MY Idea!" workshops](#), the first stage of the IMPACT(c) process [from my book](#) that we work on is "details". Sometimes, participants / students have trouble with even coming up with their ideas. I like this post from Brian Clark on creative thinking. If YOU are struggling with figuring out your idea, try a couple of these strategies!

"Do You Recognize These **10 Mental Blocks to Creative Thinking?**", by Brian Clark (CopyBlogger)



<http://www.copyblogger.com/mental-blocks-creative-thinking/>

## **Idea Tip #19**

When you hit a roadblock that interrupts your forward implementation momentum, remember your personal reasons for wanting your idea implemented. When you keep your true purpose in mind you can manage a detour and get through your discouragement to reignite your passion for making your idea a reality.



## **Idea Tip #20**

Be specific and direct with your “asks”. Your supporters will have trouble supporting you if they are unclear as to what they must support.



## **Idea Discovery**

*Here's a resource for planning your idea implementation strategy. I am planning my strategy for program ideas for the year (and beyond). In the middle of setting dates for strategy sessions, webinars, coaching milestones, and other aspects of my business services (these are not-disguised-at-all hints for ways I can help you with your ideas, by the way)*

*Check out the available print-ready calendars as well as the future year ones.*



<http://www.calendar-365.com/2013-calendar.html>

*Your idea strategies will hopefully take you into next year, and the years beyond. It's good to know when your clients and customers will focus on special dates as you implement your strategies*

## **Take Three**

Think about how to communicate your ideas the next time you come upon a group of motorcyclists riding together. Huh? Well, observe how they communicate with one another. Since there is little opportunity for verbal communication, the primary mode is through hand signals, body language, and machine positioning. One has to read the total message communicated by how the three work together in order to understand the action to take.

When two or more people communicate, the total message is conveyed by how words, body language, and behavior synchronize to work together. Environmental conditions in which communication takes place also offer special meaning to the complete message.

Frequently quoted in communications workshops – mine included – are statistics from a study by Dr. Albert Mehrabian of UCLA in the 1970's noting that 7% of a message is communicated through spoken words, 13% through non-verbal signals, and 78% through body language. These statistics in and of themselves present a false picture of how we communicate, however.

Of greater significance than individual statistics is that multiple modes of communication must be interpreted together for a clear message. If you say, "My idea will really make a difference in people's lives" in a voice tone that sounds bored, with your arms crossed tightly across your chest, the message receiver has three different messages: your (1) words say you want to make a difference, your (2) voice says you would rather be somewhere else, and your (3) body indicates you are closed and defensive. Thus, your words come across as false.

Make sure you communicate the message you intend in a congruent manner, incorporating the content of the message with an appropriate tone of voice, supported by your body language. Take three to communicate your ideas effectively.





### *Idea Discovery*

*I read this online article recently at Business Insider about a new online program called Kickstarter. Kickstarter is a site where entrepreneurs, inventors, artists, etc can post their ideas and raise money to **FUND** their idea. An interesting concept. Once I help you get your ideas **OUT OF YOUR HEAD**, you might want to check this out!*



[Click here to read the article](#)

Visit Kickstarter @ <http://www.kickstarter.com/>

## **Idea Tip #21**

Will you really maintain your discipline and momentum in implementing your idea as “life happens”? Enlist your Idea Success Coach to establish accountability and partner with a success partner who holds you to your goals and helps you refocus when needed.



## **Idea Tip #22**

Practice healthy life habits. When your body, mind, and spirit are well-fed and clear you are open to the full potential of your ideas.



### **Idea Discovery**

*Here's Harvey McKay regarding how to get ideas flowing. It certainly aligns with my IMPACT<sup>®</sup> process. I really enjoyed reading it and I hope you will too!*



<http://www.aspentimes.com/article/20121230/COLUMN/121229891>



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## Table Your "Money Idea"

Your **money idea** is the idea on which you will focus your time, energy, and resources. When you get so bogged down with details and choices that you have trouble actually choosing your money idea, try using a table matrix to get clear about which idea you choose.

Draw a table matrix - rows and columns. List your ideas in the rows in the left-most column.

Write the following questions in the columns in the top-most row.

*What problem will I solve / issue will I address with this idea?*

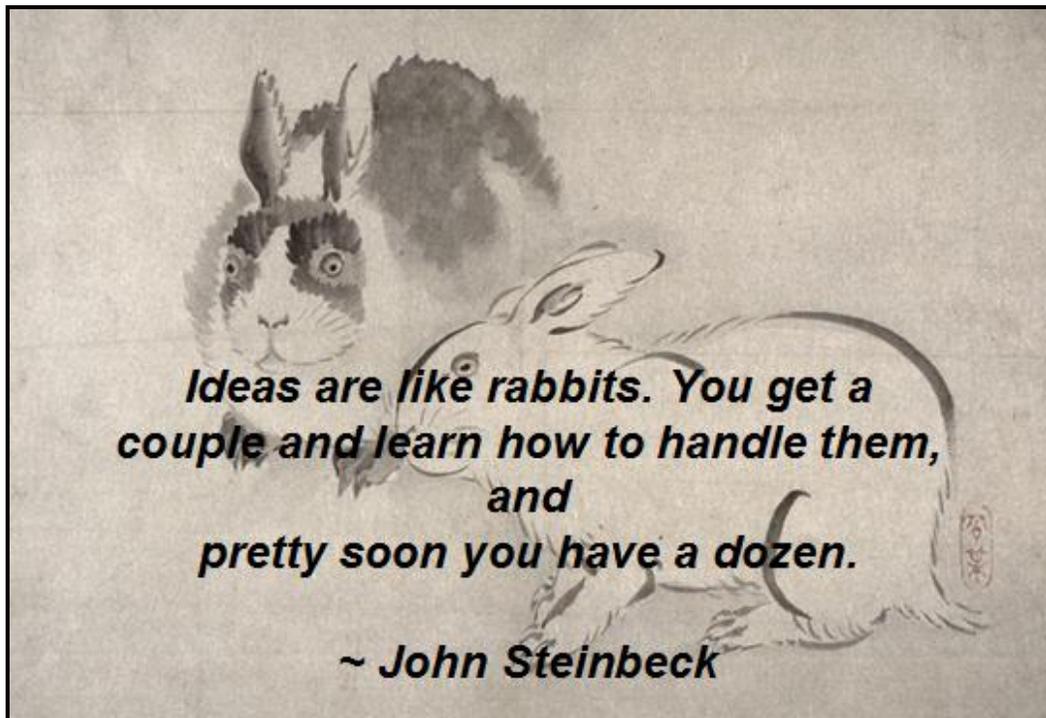
*Why do I need to address it?*

*What roadblock(s) will I encounter with this idea?*

*What is the cost (to me/to my organization) of not addressing the issue?*

Then answer each question for each of your listed ideas. The resulting table matrix may reveal the idea that you deem most important to work on based on your answers to the questions.





### Idea Discovery

*Do you have an idea for a new product? Would you like to be a new "inventor"? I found this article by Pete Bell, founder of Bellco, which identifies the steps necessary to take your idea to a marketable product. As I coach through my IMPACT(c) process, taking a step-by-step approach brings the best end results.*



You can find the article here: ["Have a new idea?" Bellco Walks Through Steps for New Inventors: From Mind to Market](#)

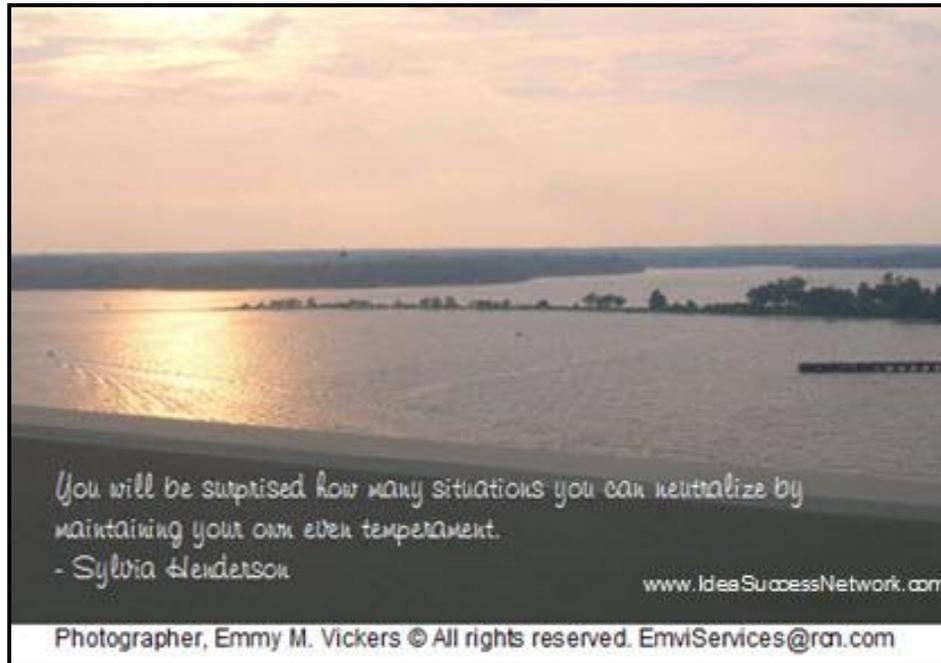
### **Idea Tip #23**

Celebrate incremental success along the way. Recognize that one big implementation strategy consists of many small milestones. Stay motivated by acknowledging yourself and others throughout your smaller milestones.



### **Idea Tip #24**

Use positive phrasing to express your ideas. “When my idea...” rather than “If my idea...”; “Your support will...” rather than “Should you support...”; “We will realize...” rather than “I think we can...” are examples of positive phrasing rather than defeatist phrasing.



## **Idea Discovery**

*Charles Lee, founder of Ideation Consultancy, Inc, has written the book "Good Idea. Now What: How to Move Ideas to Execution". Mr. Lee uses real world examples from his own life and the experiences of other idea makers to drive his points home. You will also find interviews with some of today's top idea implementers. The book offers short easy-to-read chapters and steps that lead to the execution of your idea, similar to my IMPACT(c) process; taking steps to bring your idea to life makes it simple!*

*You can find out more about Charles Lee and his book by visiting his website at:*



<http://charlestlee.com/>

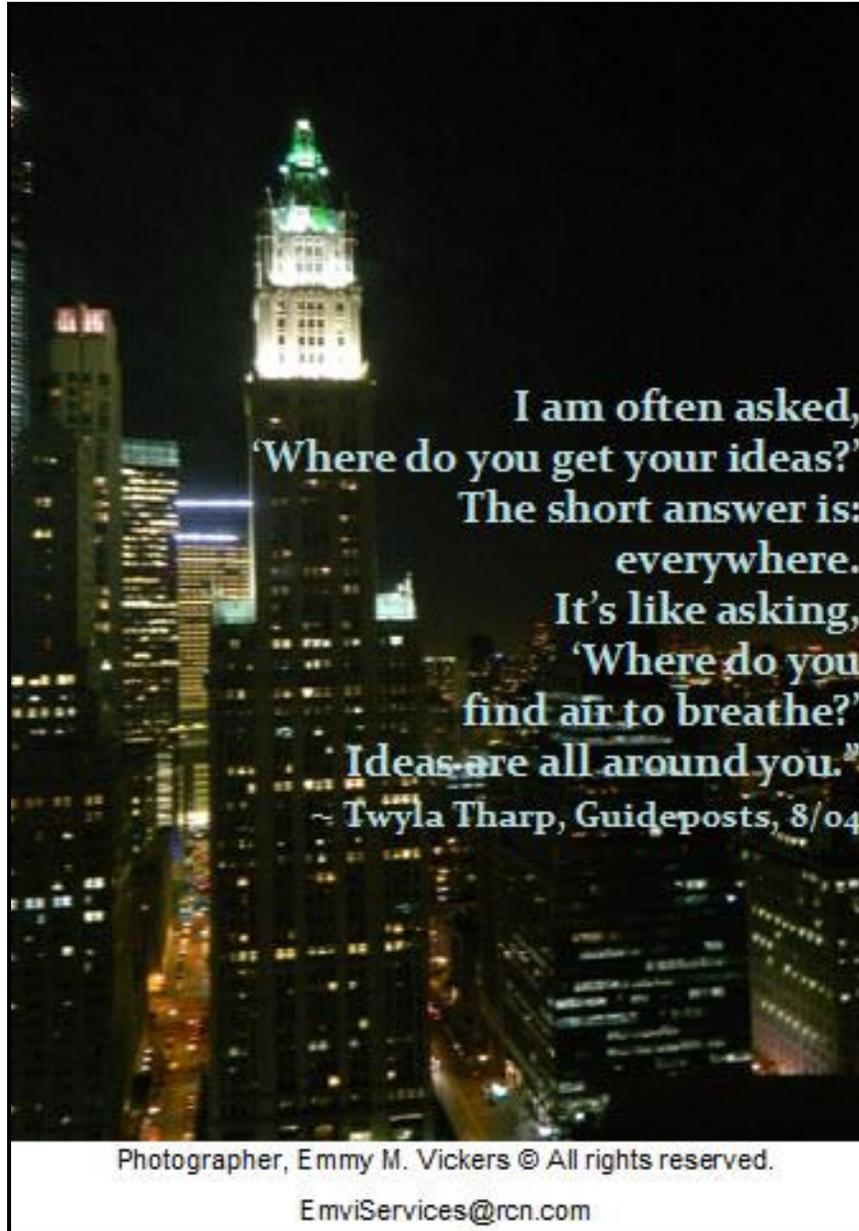


### **An Elephant Ate My Idea!**

There is an adage that tackling a big challenge is like eating an elephant...you do it one bite at a time. While I cannot fathom eating an elephant, I've had to tackle big challenges more times than I can count.

Your big idea might seem like eating that elephant...a lot to tackle all at once. Try tackling your big idea as a series of smaller ideas. Each small idea, once complete, adds up to the big idea over time.

Take that book you've wanted to write. After years of "wanting" your hands are still empty. So chop that 250-page book idea down to 20 12-page chapters or 12 20-page chapters, plus front matter (foreword, table of contents, acknowledgements, and preface) and back matter (bibliography, sources, index, appendix, bio, contact info). Set a goal for yourself to write a chapter every 2 weeks. In six months you have your book! That elephant...err...book will be one great meal that fills you to satisfaction, with pride.



## **Idea Tip #25**

Set your idea aside for a day or week when you feel stuck or overwhelmed. Sometimes you get so deep into the details and overwhelmed by the tasks and deadlines that you need to get a rest from the entire enterprise.



## **Idea Tip #26**

Use a financial decision tool - like a cost-benefit analysis - to determine which idea among multiples will yield your best results. A cost-benefit analysis causes you to identify both hard (expenses & income) and soft (in-kind services & emotional) costs and benefits to implement each idea, allowing you to compare the results. What is “best results” is your determination.



### **Idea Discovery**

*Lifehacker is a website that touts itself for “Tips, tricks, and downloads for getting things done”*  
*I came across this Idea question from a reader regarding implementing your ideas and wanted to share it.*



[How Can I Turn My Mess of Ideas Into Something Organized and Useful?](#)



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## Invention Intention

I ran across this Question-and-Answer exchange (that I've significantly edited) and thought it valuable for those of you considering **taking a physical product to market**.

### **Question:**

"How can I know if my idea is technologically feasible and how to go about developing it for market? I have an idea for a product I want to invent. I see other versions of it but none that include the features I have in mind. I want to use this device to serve a certain function in my daily life. What can I do? I am not very technologically minded."

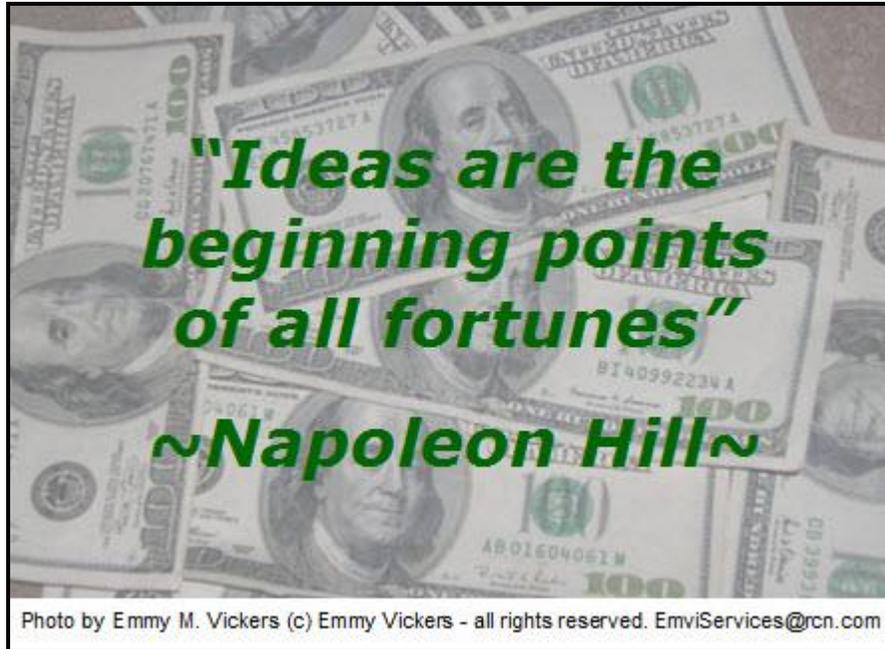
### **Best Answer (Chosen by Asker):**

- First of all, DO NOT discuss the details of your invention to anyone.
- Do some market research without revealing much about your invention. You'll have to reveal what is the invention, but not the details about how it's made.
- Then go to a patent attorney and have your idea patented. A world-wide patent is recommended.
- Have a technical drawing done by a professional illustrator whom your patent attorney may recommend.
- Have a prototype made and branded. Use one item as a prototype made for testing to see that it works.
- Consult a manufacturer's rep to locate the resources and connections you need to get the product to market and on the shelf.
- When it seems good to go, go for it.

*(Answered by someone who holds nine patents on new products)*

Getting an idea to market is a challenge. Get good counsel you can trust, and get moving on your product idea before someone else comes up with a (perceived) same product!





### *Idea Discovery*

*Came across this article in the Ventura County Star (Ventura, CA) about teens pitching their ideas to investors for cash prizes and possible financing for their idea.*



<http://www.vcstar.com/news/2012/nov/30/young-entrepreneurs-pitch-ideas-in-ventura/>

*Getting kids to think creatively will lead to their success and breed an exciting new group of entrepreneurs!*



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## **Act on Imperfection**

***"An imperfect something is better than a perfect nothing."***

***~ Sylvia Henderson***

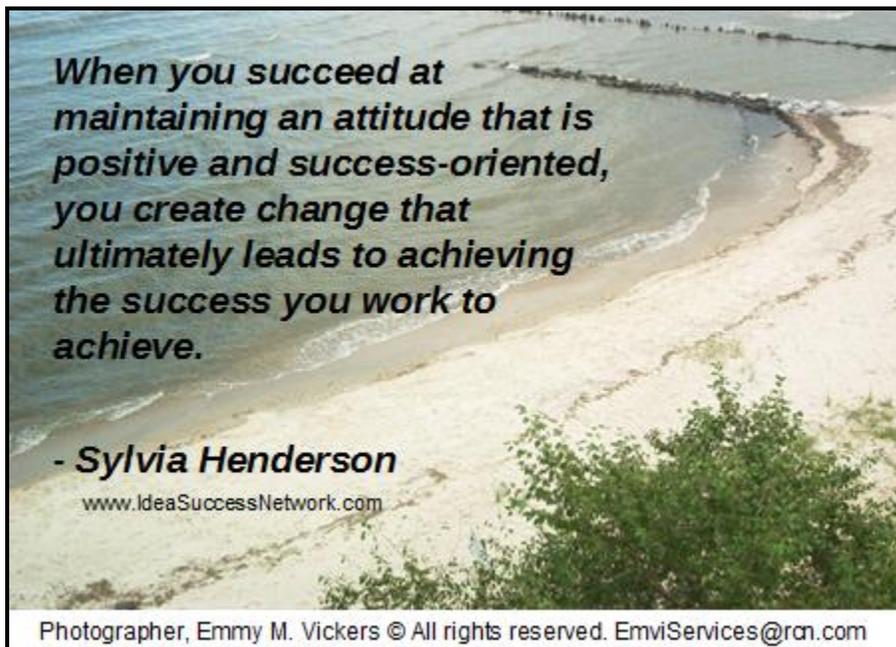
The above words flowed from my mouth during an Idea Blueprint(c) Program coaching session with a client. We were both astounded at the brilliance of the message. I say this not for my ego; I declare brilliance for what it means in terms of acting on your ideas.

A problem that many of my clients and students claim stops them from taking action is that they feel the need to "tweak" their strategies or plans until they are perfect. Only when they feel they've "got things just right" can they begin to implement their ideas. In getting things just right, their ideas stagnate. Real progress = zero.

When you find yourself stuck on perfect, let perfect go. Yes, you want quality and professionalism. Yes, you want favorable conditions, good resources, and strategies in place as you start taking action on your ideas. Yet, you can take action while you work out remaining issues, and move forward while some uncertainty still remains to be worked out. Initial actions may even yield lessons that serve you well for making strategy corrections that, had you waited to act until everything was perfect, you might have learned too late.

If you're stuck on perfect, take a deep breath in, hold for a few seconds, then slowly release your breath while saying to yourself, "An imperfect *something* is better than a perfect nothing". Then make something happen!





### **Idea Discovery**

*I'd like to share this blog on Charles Lee's – author of "Good Idea, Now What? – website on how guest poster Steve Weddle used the idea tips Mr. Lee provided to launch his volunteering endeavor. These invaluable tips align with my IMPACT process.*



*You can find the blog [here](#) as well as more information about Charles Lee.*

## **If You'd Like to Leave a Message...**

I recently received three phone messages in a row where people left messages to the effect of, “I have an idea to talk to you about. Call me!” They left their names, and that was it. What’s up with that? How do I prepare for a conversation with them? Call them for coaching? Just to talk? To come in and work with their staff? What’s the best time to call them back? At what number?

When you make a telephone call and reach the message that tells you “If you’d like to leave a message...”, leave a message. Please. This is a piece of telephone etiquette that will keep your communications with the called party in good standing. Use these guidelines to leave an effective message so that the called party returns your call (if needed) with the information you need.

Know what you want your called party to do before you make the call. Write it down if you have to so that you are clear with the purpose of your call. If you want specific information, ask for that information. If you want them to take action, ask them to do so. You can make your requests whether you have a live person or an answering machine on the line.

State your name, organization, phone number and best time to reach you in person. You have a better handle on your own schedule (I hope) than you do on theirs. Avoid more than one round of “phone tag” by providing alternatives for when they can reach you in person. If reaching you by e-mail, text message, or instant messaging is more appropriate within your schedule, leave this information early in your message. Speak your contact information slowly and succinctly so the person listening to your message can write it down without having to replay the message.

Leave a full message after your contact information. This is my biggest annoyance when I listen to phone messages people leave me. I can do nothing with “I’ll call you back later.” I can get the information you need, take the action you want me to take, and be prepared to give you what you need when I return your call if you leave me a complete message. If the answering machine cuts off, at least I have your contact information and can reach you.

Follow effective answering service etiquette and you get just as much – if not more – productivity from waiting for the sound of the beep than talking to a live person at the other end of the line.



## Idea Success Network



This wheel represents the foundation of your idea success and Sylvia's programs. The hub of everything is Sylvia's IMPACT<sup>®</sup> process – her six-stage system you can apply to any idea you have to position your idea for profit or purpose. Spokes provide support to and strengthen a wheel.

Work with Sylvia in a variety of ways. All programs encompass some, or all, of the foundation wheel content and competencies.

- 💡 Coaching / advisory services
- 💡 Virtual seminars & live workshops
- 💡 Idea Success Summit<sup>®</sup> (3-day retreat)
- 💡 Idea Success Labs<sup>®</sup>
  - Days w/thought leaders + Individual "Success Strategy Spotlights<sup>®</sup>"
- 💡 Keynote speaking
- 💡 Strategy & accountability sessions
- 💡 Idea Success Notes (eZine)
- 💡 More!



## About Your Author...



**Sylvia Henderson** helps individuals and teams get out of their heads and into action with their ideas, for profit and purpose. She is the founder of Idea Success Network and CEO of Springboard Training, LLC. Sylvia helps you get clear about, develop strategies for, take action on, and be accountable to your ideas.

Using her collaborative discovery and accountability process she developed called IMPACT<sup>®</sup>, Sylvia coaches, speaks, facilitates workshops, leads an annual Idea Success Summit<sup>®</sup>, and conducts idea strategy sessions so you can convert your concepts to cash. She is the author of *Hey, That's My Idea! How to Speak Up and Get Recognized for What You Know and Think* along with other books & infoproducts. Sylvia hosts a cable TV program called "Think About It!" that focuses on professional development topics and idea implementation successes on MMC-TV. Her passion is getting people to realize and take action on their own "a-ha's!" to make a difference in their lives.

On a more-personal level, Sylvia occasionally tools around town on her Honda Shadow 1100 motorcycle. She rides roller coasters for fun and relaxation. She is based in the Washington DC metro area.

Connect with Sylvia for resources that support positioning your ideas for profit—many that you can immediately apply to your business and/or life. Learn about programs and get 24:7 access to trusted resources that lessen the risk of your implementation efforts as well as continual learning opportunities. Bring Sylvia – and the Idea Success Network – to your organization to work with you and your staff.

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[www.IdeaSuccessNetwork.com](http://www.IdeaSuccessNetwork.com)

E-Mail: [Sylvia@SpringboardTraining.com](mailto:Sylvia@SpringboardTraining.com)

Blog: <http://IdeaConversations.com>

Community of Support: <http://IdeaSuccessCommunity.com>



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- 💡 Idea Success Labs®
  - Days w/thought leaders + Individual “Success Strategy Spotlights®”
- 💡 Keynote speaking
- 💡 Strategy & accountability sessions
- 💡 Idea Success Notes (eZine)
- 💡 More!



*This page intentionally blank.*

Your message could be here!  
Sponsor this eBook and reach hundreds of  
people on their idea success journeys!

Contact Sylvia Henderson at the contact  
information under her bio.



IDEA SUCCESS  
**NETWORK**

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