

How to Come Up With



A Great Business Idea

Do you want
an amazing business idea
to start your dream company
so you can have
an abundance of
freedom, fulfillment
income and impact?

You Will Discover:

- Why having the right business idea is essential
- The qualities of a great business idea for YOU
- Methods for how to generate ideas
- Your business road map
- How you can generate several amazing ideas in less than 2 hours, guaranteed
- Can get the slides at the end

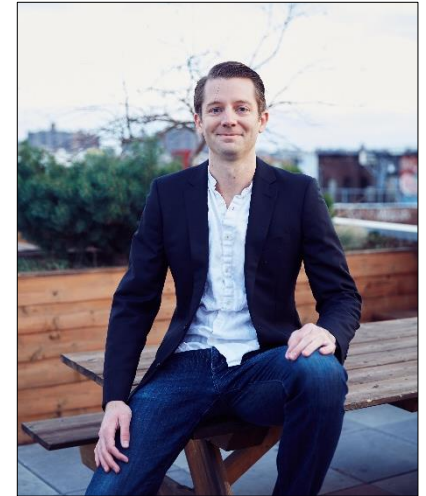
Before We Begin:

- Get rid of distractions
- Grab a paper and pencil
- Get EXCITED!

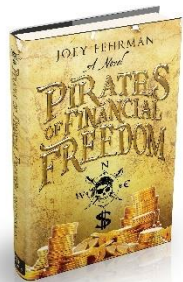


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- Founder of Coachieve
- Award-Winning Author
- Keynote Speaker
- Entrepreneur Coach
- Brainstorming Machine



Come Up With a Great Business Idea



The Business Idea



If You Can't Find an Idea or You Pick the Wrong Idea

- You won't make any money
- You will be stuck for years
- You will lose motivation
- Your customers won't buy
- You will experience more stress and problems than necessary
- Your business may never get off the ground in the first place



If You Can't Find an Idea or You Pick the Wrong Idea

- You will procrastinate for years
- You'll suffer from analysis paralysis
- You'll suffer from information overload
- You'll be forced to pivot
- You may get rich but be unfulfilled and feel trapped



Common Business Idea Mistakes

- They only care about making money
- They don't realize competitors already exist
- They don't realize other people already tried it and failed
- They don't know how they will make money with it
- They try to help everyone with everything



Common Business Idea Mistakes

- They see no competition and think that's good
- Focus on sexy solution rather than the problem
- No one cares about the problem they're solving
- They try to create the perfect idea
- They try to come up with ideas on their own
- They think they are qualified to know if an idea is good or not



Qualities of a Good Business Idea

1. You are excited by it
2. The business would help you achieve your purpose and passion
3. There is market demand
4. You can currently deliver results for your customers or can learn how to
5. If you're successful, you'd love your life
6. You have direct or indirect competitors
7. You're riding a trend / in a growing industry



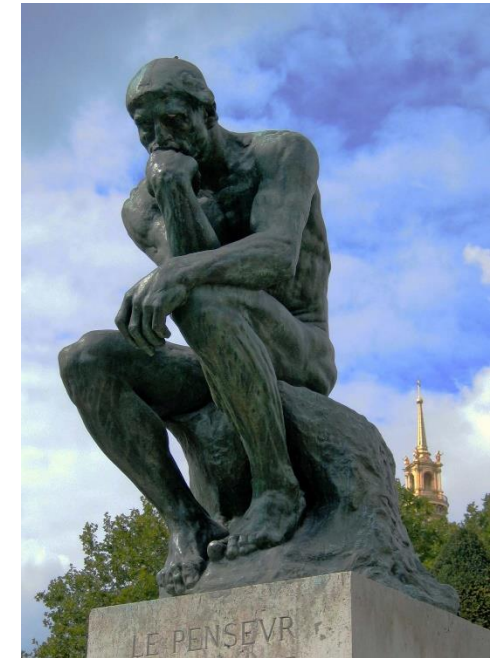
Financial Qualities of a Good Business Idea

1. Low startup costs
2. Recurring revenue
3. Can start making money quickly
4. It's within your or your investors' budget
5. High profit margin
6. It can become a multi-million dollar business
7. Proven business model



Things to Consider

1. How much money do you want to make?
2. How many hours a week do you want to work?
3. Is location independence important for you?
4. Do you want employees?
5. What does your typical day look like?
6. Do you want to build an empire or a part-time lifestyle business?

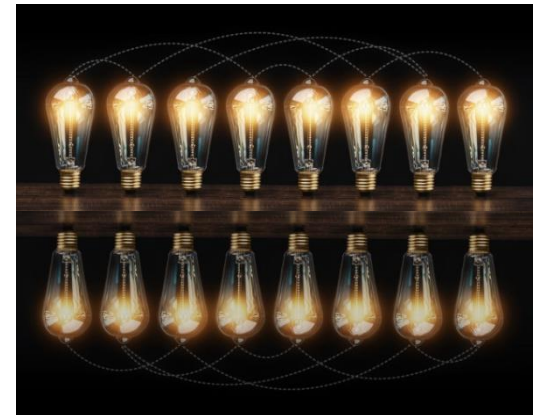


Generate New Ideas



10 Strategies for Generating Business Ideas

1. Focus on problems
 - Emotions: Anytime you get angry, sad, frustrated, is a business opportunity
 - Every problem in the world is a potential opportunity
2. Pick a target market, then ask them their biggest problems
3. Social entrepreneurship
4. Figure out or remember your purpose in life, then build a business around that



The Business Idea Slot Machine



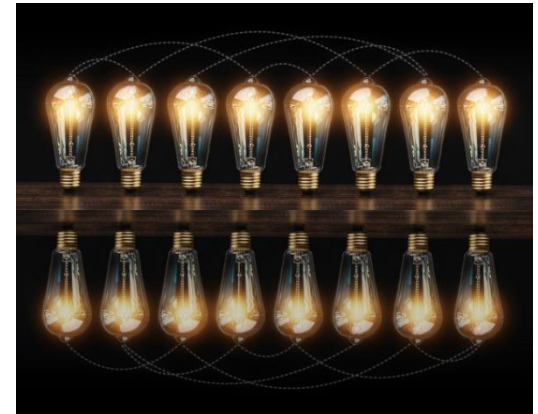
Adjective

**Existing
Product
or Service**

**Target
Market**

Strategies for Generating Business Ideas

6. Read biographies of successful people
7. Pick the business model first then the target market and value proposition
8. Pick an existing company you love and just start a new one that is different or better
9. Monetize your existing skills and achievements
10. Hire someone to generate business ideas for you based on your unique goals and qualities



Questions to Stimulate Ideas

- What are you passionate about?
- What is the biggest problem facing the world right now?
- How can you help others?
- What do other people say you are really good at?
- If you had \$100 MM, how would you spend your time?

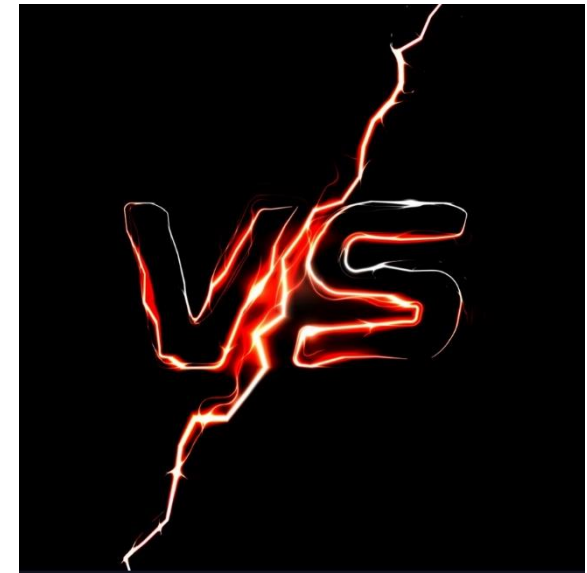


The Idea VS Execution



What's More Important?

- A classic question: What's more important, the idea or the execution of the idea?
- “Ideas are a dime a dozen, it's all about execution”
- Both are important of course
- Good idea + bad execution = bad business
- Bad idea + good execution = bad business
- Good idea + good execution = take over the world



The Three Phases

- Pick ONE amazing business idea
- Write the business plan
- Execute the business plan



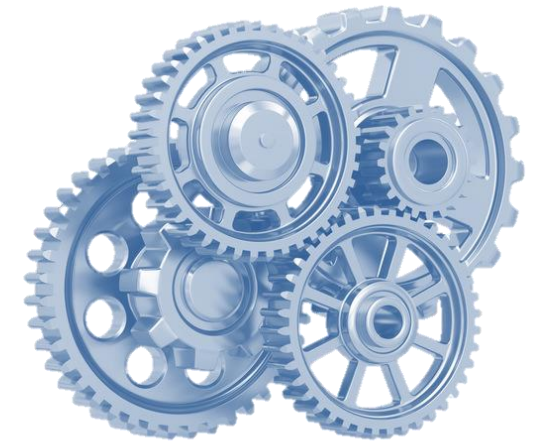
Main Areas of a Business Plan

1. Business idea
2. The business model for making money
3. Narrow target market
4. Exciting value proposition
5. Marketing strategy
6. Sales strategy
7. The product or service being offered at what price
8. Financial projections
9. How to scale



What you'll need during execution

- Want other people on your team
 - Give you support
 - Help you solve the inevitable problems
 - Hold you accountable
 - Fill in the gaps in your knowledge and skillset
 - Provide encouragement
 - Bounce ideas off of
 - Present you with strategies you wouldn't have thought of on your own
 - Help you adapt the plan as needed
- Perseverance
- Hunger for learning and constant improvement
- Positive mindset



Yes I Can!

- You can come up with a great business idea
- You can become a great entrepreneur
- You deserve to be successful
- You have the time and money to make it happen NOW
- You CAN change the world

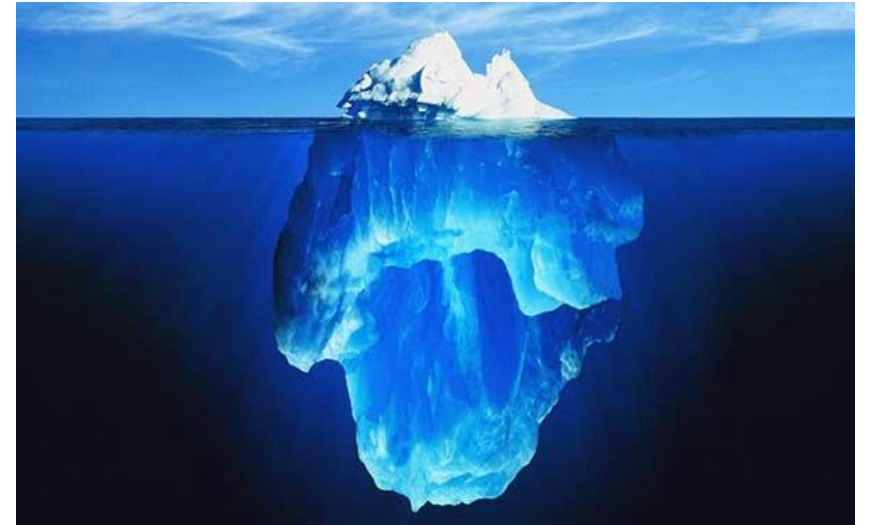
Your Action Plan

Action Steps

- Come up with 5 – 10 business ideas
- Narrow it down to the best one
- Validate the idea
- Pick the right business model
- Write the business plan
- Have experts review your business plan
- Execute the business plan
- Have a mentor

New Questions

- What if I can't come up with any ideas on my own?
- How will I know if my idea is a great one?
- What if another year goes by and I still haven't come up with any ideas that I love?
- What if I don't know all the proven business models?
- Who can I ask questions when I get stuck?



Let me ask you a question

If there was a way where I could generate several great business ideas for you, would you want to learn more about it?



Introducing...

A close-up photograph of water overflowing from a glass. The water is a vibrant blue and is captured in motion, creating a sense of dynamic energy and abundance. The water is spilling over the rim of the glass, with some droplets visible in the air. The background is a solid, lighter blue color.

OVERFLOW

Overflow

- 90 minute one-on-one session where I generate 5-10 business ideas for you
- My proprietary process where I ask you a series of questions to determine what businesses would be great for you
- Factor in what your purpose and passion are
- Triangulate your abilities, passions and market needs
- All ideas have the potential to make six or seven figures a year



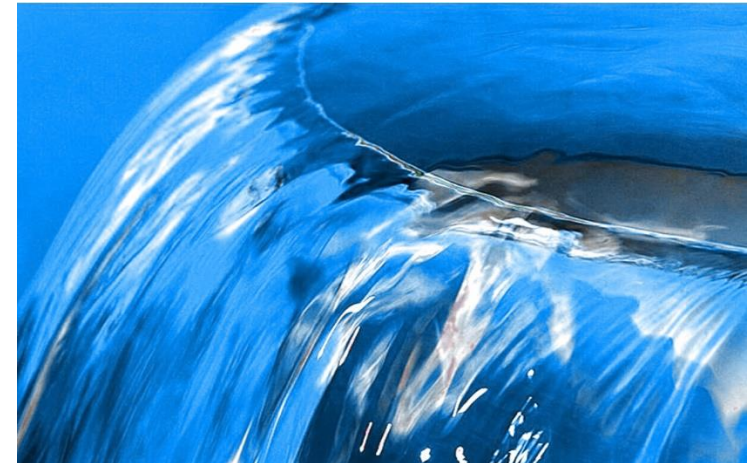
Overflow

- All ideas will use proven business models
- All ideas will be perfectly tailored for YOU
- Ideas in multiple industries
- Ideas will fit into your specific goals
- 5 – 10 ideas so you can say “my cup runneth over”
- You will either have the skills you need or can get them
- You will be excited to grow these businesses



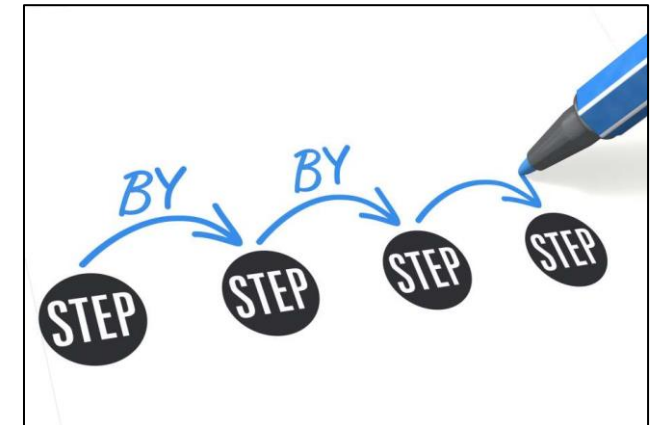
Overflow

- They can give you the fulfillment, freedom, income and impact you are looking for
- They will have low start-up costs and low fixed overhead
- Many ideas will allow you to make money helping others
- You will fill out a questionnaire before the call so I can tailor the business ideas to your preferences
- If you already have some ideas, I will give you my honest critique of them



How does it work?

- You sign up for Overflow
- Fill out a questionnaire beforehand so I can generate business ideas based on your preferences
- We get on a phone call for about 90 minutes
- I will first critique any business ideas you have
- I will ask you a series of questions to find your purpose, passion, skill sets, what kind of impact you want to have, your motivations, dream lifestyle etc
- I will give you 5 -10 business ideas that have potential to generate at least six figures a year for you



Who Is This For?

- You want quality business ideas as soon as possible
- You don't want to waste months or years trying to come up with sub-par ideas on your own
- You want outside the box ideas you probably would never think of
- You want ideas tailored to you specifically
- All ages, backgrounds, professions, and education levels
- You are an open and honest person



Your Other Options

- Spend countless hours on Google seeing mediocre business ideas that are not a good fit for you
- You can try to come up with your own ideas, but how do you know if they are even any good?
- Waste months of time not starting your business, which for a six-figure business is an opportunity cost of \$10,000 per month
- Spend \$100,000 for an MBA
- Or you can get this problem solved for good in just 90 minutes

How Much Is a Good Idea Worth?

- How much is a business idea that gives you freedom, fulfillment, income, and impact worth?
- How much is an idea that can make you over one million dollars over the next few years worth?
- How much is your time worth, not having to spend years making no progress?
- The answer:



PRICELESS