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**Get Your Idea Out of Your Head and Into the Market**

**By Robert Imbriale**

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Whenever I am on the road speaking, I always run into entrepreneurs with many great ideas. My most recent trip to New York City for a speaking engagement was no exception, as I had the pleasure of meeting several creative thinkers.

The challenge for most people is not that they lack in the area of ideas, it's that many people fail to move forward on their ideas. This can be a real shame to the rest of us who would ultimately benefit from these new products or services. In this article I want to share with you the most important thing about getting your idea out of your head and into the market!

Every product or service in existence in the world today began with an idea. And I'd not be surprised if you once had the idea to create something that didn't yet exist only to see it on the market a few months or years later. It's happened to many of us, including me!

There is only one thing that separates you from the person who has their idea on the market right now. No, it's not money. And no, it's not luck either. It's the passion they have for their creation.

The person who has a new idea for doing something or has come up with a great new product and successfully put in on the market is a person who so deeply and passionately believes in their creation that they will let nothing get in the way of their dream of getting it on the market.

I once met a guy who had a passion for coffee and was so broke he could hardly afford to buy himself a cup of it each morning. Yet, within 6 months, he had set up a complete coffee manufacturing facility and had thousands of containers of coffee ready to ship out to retail stores across the county.

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What did he do? He put himself in front of people who could finance his dream and he showed them his passion for the product. His passion came through loud and clear and in his presentation, and that made investors feel compelled to give him the money he was after!

It wasn't his speaking skills, or the way he dressed, or even the car he drove. He showed up to meet investors in a beat-up old pickup truck, wearing jeans and a t-shirt, and he was visibly uncomfortable speaking in front of small groups.

Despite all these things, his passion for what he did came shining through. Investors saw him as a master of his craft. They were not looking for anything more from him than whether or not he could produce a product that people would buy.

Within a few weeks he had more than \$300,000.00 of other people's money to invest in his dream business!

Look at it from the investor's point of view; would you, as an investor, rather invest in a guy who shows moderate interest in their creation, or a guy who is up late at night and out of bed at first light passionately working at improving their creation each and every day?

Who has the edge? Obviously it is the guy with the passion for his craft. And with that edge, can you see why finding the money is not a challenge?

Whenever I am asked what a good product or service is, I always tell the person asking the question to look deep inside and uncover their passion. It's hard to find a person who is a success at doing something they simply don't enjoy.

When you are passionate about what you are doing, you attract people, resources, money, talent, and success to you. It's the energy of a passionate person that makes people want to reach out and help!

I see it all the time in my business. I see people who have an incredible passion (and it makes no difference what they're passionate about, only that they are passionate!) start moving up the ladder of success almost effortlessly!

When you come from the heart and do what's most enjoyable to you, no matter what that is, you'll soon be surrounded with support, encouragement and guidance... usually from places you could have never dreamed possible.

For me that's true because I have a passion for the Internet. I absolutely love to share what I know and really get excited when somebody uses what they have learned to become a success in their own business.

I have a dream of creating more than 10,000 Internet millionaires and I am well on my

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way to making that dream a reality. If you've heard me speak, read my e-books, listened to me on CD, or read any of my articles, you can feel my passion coming through.

It's no wonder that so many people are in my life helping me to build my business. And your life can very well be filled with as many and more of these same types of people if only you start showing the world what it is that you are most passionate about.

Do what you love most (not what other people have trained you to think you should do) and all the pieces of the puzzle suddenly appear, the struggles of life subside, you get happier, healthier, and more successful.

Have you ever seen an Olympic athlete perform? Why do you think so many people enjoy watching them? These athletes are following their dreams and doing the things they are most passionate about, and passion is contagious. We love watching other people succeed; we love to root for our heroes.

It's the same in business. When people are doing what they love most, we cheer them on and are often very eager to do what we can to support them.

That's why it's so very important for you to do what you are most passionate about in life, no matter what kind of risk you think it may be. Do it anyway because you're going to love the life you create for yourself and your family!

Knowing this, it's hard to imagine doing something you hate even one more day. Success will never come if all you think about is how much you hate what you are doing. It will come if you let the world know how much you love what you do.

Until next time, Live Your Passion!

### **Why It's Important to Make Your Idea Real**

**By Tony Papajohn**

Say you have an idea for something new and exciting in your life.

This may be something as simple as a new arrangement for the garden or as far-reaching as a career change.

You get the idea and decide you will do it.

Take a moment to use the power of your imagination to get a crystal clear vision of what you want.

What will the new issue look like? What will it sound like? If you could touch it, what would it feel like?

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And how would you feel engaging it in completed form?

If you were watching a documentary of your idea becoming a reality, what might you see? What might you hear? What might you feel while you were watching with rapt attention?

If you have good answers to the above questions, you are ready for someone to tell you your idea won't work.

Invariably, when we get an idea that sets us on fire, someone is standing by with a fire hose.

And, heaven knows, such a one will find many reasons why your idea will flop and few why it will succeed.

However, if you have a clear mental embodiment of your idea, you are more likely to stay focused on your inner reality rather than someone's verdict of it.

A few moments of playing with the idea in your head is worth hours of wracking doubt when someone says, "That will never work!"

If you are already established within yourself that the idea will work, the clarity of your mental embodiment will carry any day when someone decides your idea is crazy.

That is because the idea is real to you.

If the idea is real in your inner world, you won't care what anyone says in the outer.

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Tony writes and speaks on success. Subscribe to his free SuccessMotivator e-zine at

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