

Need a New Idea? Try Changing Your Perspective

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Need a New Idea? Try Changing Your Perspective

By Michele Pariza Wacek

Need a New Idea? Try Changing Your Perspective by Michele Pariza Wacek

One definition of creativity states that creative people look at the same thing everyone else does, yet they see something no one else does.

But even creative people (which includes all of you, of course) can run into roadblocks every now and then. Sometimes it's not possible to see something different. Sometimes you've just been staring at a problem for so long it's now impossible to look at it in any other way.

So what do you do in these situations?

Why not try changing your perspective?

Consider this: A friend of mine who does needlepoint has a design that's mostly black. Rather than simply stitching the design on white canvas with black thread, she's using a black canvas and is stitching the negative aspects of the design instead of the positive.

She changed the way she viewed the problem. And now she has a really cool-looking needlepoint design that's different from most other ones out there.

Or what about this: An art teacher has her students turn a photograph or object upside down and paint what they see --- not a picture but an arrangement of shapes.

By changing your perspective, you're changing what you see. And when you change what you see, you're more likely to create something completely different.

But --- I can hear you all saying right now --- that's art. That won't help me with my business problem.

Okay, so here's another story from the book "Thinkertoys" by Michael Michalko. Back in the 1950s, experts proclaimed the ocean freighter industry was dying. Costs were skyrocketing and delivery times kept getting pushed back later and later.

Need a New Idea? Try Changing Your Perspective

Executives at the shipping companies kept focusing on ways to cut costs while ships were sailing. They developed ships that went faster and needed fewer crew members to run.

It didn't work. Costs continued to spiral out of control and it still took too long to get the merchandise shipped.

Then one day, a consultant changed the perspective. Rather than ask the question: "In what ways might we make ships more economical while at sea?" executives asked: "In what ways can we reduce costs?"

Ta-da!

Ships are big money-sucking machines when they aren't at sea actually doing their job -- shipping merchandise. And when aren't they working? When they're sitting in port being loaded and unloaded.

So, the industry came up with way to preload merchandise on land. Now a ship comes in, the container carrying the cargo rolls off, a new container already loaded with cargo rolls on, and the ship heads back to sea.

That one innovation saved an entire industry. And it happened because shipping executives changed the way they viewed their problem.

Creativity Exercise -- Change your perspective

So, how can you change your perspective and solve your business/marketing problems?

Try what the shipping industry did and change the question.

Instead of looking at a narrow part of the problem ("In what ways can we make ships more economical while at sea?") broaden the question ("In what ways can we reduce costs in general?")

Here's another example.

Maybe your question is "how can I land more clients?" What if you started broadening the question like so:

How can I land more clients?

How can I grow my business?

How can I make more money from my business?

How can I make more money period?

How can I be happier in my life? (I know, I know, money doesn't buy happiness. But it's certainly nice

to have.)

Maybe one of those questions is a better place to look for a solution. Because maybe one of those questions is the "real" question you want to solve, but since you never took a step back to look at the big picture, you've never discovered the right question to ask.

And if you don't ask the right question, your muse will never give you an answer that actually solves your problem.

Michele Pariza Wacek is the author of "Got Ideas? Unleash Your Creativity and Make More Money." She offers two free e-zines that help subscribers combine their creativity with hard-hitting marketing and copywriting principles to become more successful at attracting new clients, selling products and services and boosting business. She can be reached at <http://www.TheArtistSoul.com>.

Is a Name Important?

By Denise O'Berry

You bet a name is important. Many small business owners try to come up with a clever name for their business rather than one that explains what they do. And, nine times out of ten, that is a mistake. Your business name should give your prospects some idea of what your business is about.

One of the most useful processes I've used to help my clients come up with a good name is to turn it around. Rather than looking at the name from your perspective, approach it from your prospect's perspective.

1. Identify your target market. Be specific. What are their wants and needs? Specific gender? How big are they? Do they make a certain amount of revenue? What do they look like? Draw a picture of your prospect.
2. Why should they do business with you? What are the benefits? What makes you different from all the other businesses in your industry?

Based on your answers to 1 and 2 above, brainstorm a list of words that could potentially turn into a company name. Put those combinations together and see what works best for you.

Small Business Expert Denise O'Berry helps business owners take action to grow their business. Find out more at

Is a Name Important?

Make Sure You Get The Customer Perspective

Changing Your Mind About Change

A Simple Sales Strategy: Define What Selling Is!

GRAPHIC DESIGNS STANDARDS

Need a New Idea? Try Changing Your Perspective

Success Secrets
Info Product Marketing Secrets Exposed!
Profitable Crafts Vol 3
Super Six PHP Scripts
Gag Gifting.



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!