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

**Profit from Your Idea**

**By Diane Garrod**

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Idea planning to come up with a moneymaking concept is much like creating a painting or writing a book. It starts with a blank canvas and visualization.

**Brick by Brick**

Write down the seed of your idea in one sentence. Describe three ways in which this idea could generate a profit. Ask yourself if this product, plan, or service will meet a need? Who will use it?

Use an exploration tool such as the following to brainstorm your idea:

Stick in there. Gather in a room with a blank wall or a whiteboard and give each participant a set of sticky notes. Then state your goal or idea. Let's say the goal is to generate ideas for XYZ Division to increase productivity levels. Have everyone write down three to five solutions and stick them on the board.

The facilitators should then designate three appropriate categories, such as Immediate Action, Pre-Planning and Not Appropriate – or something similar – and have the participants come up and arrange the sticky notes into the appropriate categories. This is an excellent technique for finding out what everyone is thinking.

**Hammer It Out**

In this phase you'll produce a plan for implementing your idea. The following processes will help you define the practical details to address.

Strategy definition. From the analysis you did in the structuring phase above, you'll be able to identify the resources you will need to implement these ideas, such as manpower. Does the idea create a viable solution? Is it unique? Can you move quickly with it?

## Profit from Your Idea

Resource planning. List all the resources you'll need to develop the idea into reality. Visualize its completion. How will you get there? Using the answers to the questions you asked in the definition phase above, set a timeline and a strategy for implementation and put this plan into an outline format or a project planning software tool. Or do another brainstorming session.

### Will It Fly?

How will you know your idea planning has been successful? From the work you did in the building phase above, you should have enough information to come up with the following:

A value proposition. What benefit will your idea bring to your potential customers? To your company?

A format description. Just by pulling together the basic structure of your idea, you'll be able to consolidate it into a format that describes the idea in detail.

A promotion strategy. Your previous work will help you identify the steps you need to take to promote your idea, and you can brainstorm strategies that will do the best job. This part takes thought, research and focus.

Remember, right around the time you have an idea, someone else will have the same one. Who will be the first to develop it -- and sell it?

Diane's online specialty is digital marketing. She is CEO of LocoNotion Idea Studios, Inc. (<http://www.loconotion.com>, a web development firm. She has years of prior experience in broadcast media, but has spent last nine year working online. She is located in corporate headquarters, Seattle, Washington.

## **Work at Home and Make Money Writing for Profit**

**By Jim Green**

### **Work at Home and Make Money Writing for Profit by Jim Green**

When you work at home to make money writing for profit you do it in your own time, your spare time. What spare time do I hear you yell at me? Time is what you make of it and if you try (really, really try) you can always allocate a little for yourself to express self-initiative, develop your great extra income idea and make money writing. You might even qualify for some public sector assistance by way of government grants.

There again there might be multiple mental blocks standing in your way; blocks like...

- Too busy
- Too old
- Too young

- Too tired
- Too retired
- Too broke
- Too redundant
- Too rejected
- Too much to hope for...

### TOO BUSY?

Well, you know what they say: if you want something done in a hurry; your best plan is to ask a busy person. If you're a stay-at-home mom looking after the kids, create a slot, exercise some self initiative and become instead a work at home mom.

### TOO OLD?

Says who? You're only as old as you have a mind to be. Develop your great income idea and work at home writing for profit.

### TOO YOUNG?

Rubbish. Go for it. You may not get a second chance to work at home.

### TOO TIRED?

Then book a wake-up call. Creativity is happening all around you. Subscribe to my creative writing course and start writing for profit.

### TOO RETIRED?

Then start all over again, get back in the driver's seat and use your accumulated expertise to work at home and make money writing for profit.

### TOO BROKE?

Then enquire about government grant assistance for people who want to work at home.

### TOO REDUNDANT?

So you're finding it difficult finding employment? Then do something else meantime, draw upon your expertise, spend the time developing your great income idea and make some money writing for profit. Subscribe to my creative writing course and work at home.

### TOO REJECTED?

There's only one way to get rid of it. Forget it – but only after you've forgiven those who are doing the rejecting. They don't know your side of it and even if they did, they probably wouldn't understand anyway. Pick yourself up, evaluate your expertise and set about making money writing as you work at home.

### TOO MUCH TO HOPE FOR?

Can't be or you wouldn't be still reading this article...

Jim Green is a bestselling author with a string of niche non-fiction titles to his credit including 'Starting

Your Own Business' (How To Books ISBN 1-85703-859-2) and 'Starting an Internet Business at Home' (Kogan Page ISBN 0-7494-3484-8). His tutorial is available at <http://www.writing-for-profit.com>



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