

7 Steps to Make Your Idea a Success

Take a look at the example page.

It shows you how the creators of the MBIP came to make the notepad as it is today. What began as someone's scribbles (very likely on the back of an envelope) developed into something bigger.

The MBIP Template (PAGE 3) can be typed into or printed off for you to complete by hand.

Your idea doesn't have to be about 'making something', it can be anything that you have thought about e.g. learn a new skill, starting a job, being more confident... my idea is to be able to listen better when I have important meetings or even at the shops..sometimes I do not understand what other people sayso I want to understand people.

What's your idea? What do you want?
Write it under the first heading.

Why do you want this?
Write this under the second heading

Where do you think your idea will be useful? e.g improving your confidence maybe useful for helping you to feel better at parent evenings or at party's!

Who will help you or who will you want to speak to about your idea?

When do you want your idea to be completed - this is your target date.

Research. Is there anything you want to know that will help you?

Follow-up. This is where you record your progress.

It's easy ... once you've started you'll find that things sort of flow.

Don't rush it. Use more than one page if you want.

The important thing is to write down your idea... and have fun with it!

7 Steps to Make Your Idea a Success

What? (Specifically state what the idea is and how it will work)

create a brand of easy to use handy DL size multi sheet writing pads that empower people to take ideas, write them down in a seven point plan and realise them through action. The plan must be able to be put in a prominent position, on the pin board/fridge/in the diary, so there is a constant reminder.

Why? (Specifically state why you want the idea to work - what's your motivation?)

To become a millionaire, inspire people to realise their potential and help charities to help others not so fortunate.

Where? (Specifically list where the idea will work)

Focus on UK initially, then Europe and finally create a global brand and distribute into Book shops, Aubs, cafe's, Hotels

Who? (List whom you need to contact to make your idea a reality)

Business Partner / copywriter / Designer - Revolution / charities / Retail shops corporate Marketing Managers

When? (Specify when you want to make your idea a reality - state a target completion date and any other milestone dates)

order of 30,000 pads in UK shops for 2008, European orders for 2009 (1,000,000 pads), Global orders for 2010 (10,000,000 pads).

Research? (List any research needed to understand if your idea is unique)

Internet search: Writing pads, thought pads, my Big Idea pads Market Research: Show samples to 200 people

Follow up? (Record progress to ensure success)

created brand & samples / 2008 Sales = 30,000 pads European orders for 2009 (800,000 pads), Global orders Aug 2010 (4,000,000 pads) and growing

7 Steps to Make Your Idea a Success

What?

Why?

When?

Who?

Where?

Research?

Follow up?
