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## HOW TO BRING ORIGINALITY TO YOUR BUSINESS IDEAS

If you are immersed in the world of internet marketing, you have probably heard many times the advice: don't re-invent the wheel, follow someone successful. But simply copying a business idea is sloppy and might not get you the results you are dreaming about, just because it has been done already in that way. So how can you add a zesty twist to your business idea?

Many people use the excellent technique of brainstorming. You simply write down, without editing, all the business ideas you can think of. Remember, you shouldn't judge any idea at this point.

The best place to start, of course, is to think of business ideas relating to your interests and passions, things you know quite a lot about or are passionate about learning more about. Anything can work: pet care, model airplanes, car accessories, home decorating, knitting...

But identifying your passions and interests is only the very first step toward a great business idea. Let's face it, many people have cats, for example and learn about the best food for their cat or all about the best product for eliminating ticks. So how can you come up with original business ideas on such a popular topic?

For your first business idea, try to stick with things you have experienced. Do you have a special tip to share with people? Something you learned while trying something new? Is there a life experience you can describe in detail and through it help others who are going through the same experience as well?

The point is that you will always have an original twist to your basic business idea, because no one has gone through any experience in the exact way you did, with the same emotions and lessons, conclusions and thoughts...

You will always have something different and unique to say about something common, some small change to offer to an already existing system, a personal perspective on things that gives you something to offer. There lies your personal bank of business ideas.

A first original business idea can help you establish yourself as a brand name in the field of your interest. But what about other topics? What about your next business ideas?

Continue to brainstorm, using associations and questions. Associations can help you identify smaller markets, different ideas for complementing products, such as a series of books or a suite of programs, create related websites and much more beyond that. The sky is the limit, plain and simple!

The questions you can ask yourself about a business idea are, for example: does such a product already exist? Can I improve on the same idea? Is there a concern of people who share my interests that has not been taken care of yet? Can I come up with a simple solution to a simple problem?

Remember, someone may have come up with a business idea you are interested in already, but you can always look for a personal twist of your own to add and make it uniquely yours.

Brainstorming is the key to that mind vault of business ideas each one of us has. You can brainstorm everywhere, by your desk or in a restaurant. All you need is a piece of paper or an open file. Most people would prefer peace and quiet for this exercise.

You can write single words or complete sentences, draw pictures that relate to your business ideas or any other technique that will keep the idea clear later when you review it. Let your brain run, don't hold back.

When you are done, you will be surprised at how many new and unique business ideas you can collect from this list. Simply add your personal twist and you are on your way to fulfilling your dreams.