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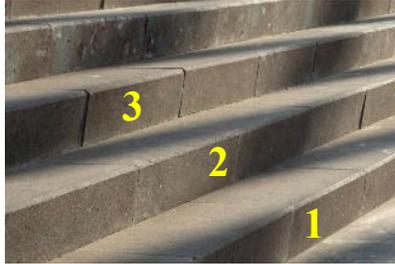


## **INTRODUCTION**

Getting ideas to “POP” out of your brain is not too difficult for anyone. The hard part is sifting through what you have and creating something worthwhile from an idea.

The following information will help you to decipher some of

the many things that come out of our thoughts. There are specific steps that are necessary to do this.



## **STEP 1 – THE PROBLEM**

First things first. You have something in mind, right? You want to make more money, you want to date more women (or men as the case might be), or maybe you want to get more organized. This is the objective, or the problem that you want to solve.

It makes no difference what the subject matter is, what you want to do is to find a solution to a specific problem. So, the first thing that you want to do is to grab a notebook and a pen and write down exactly what you want to accomplish. What is your end result going to look like?

## **STEP 2 – GATHER YOUR FACTS**

Take everything that you know about your situation and write them down. How much time you have to solve the problem. How much time you have to work on the problem. What you know about the problem. If you need to get more information by doing some research about some specifics, then go ahead. You don't need to go back to school, or be an expert, but you need to know what your situation is and a little about what you might be getting into. You certainly do not want any surprises waiting for you.

## **STEP 3 – LOOK AGAIN**

Take a second look at your “End Result”. Is this what you really want? Are you specific? For instance, did you write down that you want to make a lot of money? If so, you need to remember that you are not setting goals, you are solving a problem.

What is your problem? “I want to make money online”. Fine. How? Doing what? What will be its function? Here is where you need to know what your *problem* is. Let's take making money online. Online money is the “Problem” that I will begin with. Now we need some specifics. What topic or niche? If you are new, you will want to pick a topic that you are interested in, so YOU stay interested. Take out your paper and pen again and write down your topic of

interest (traffic, lead generation, social media), or maybe getting more customers offline. Now I state my “New” problem:

**I want to create a product that generate website traffic.**



**My Web Site**

#### **STEP 4 – MENTAL FREE-FLOW**

Grab that notebook and pen again and start writing down as many things that you can think of that will, or might, generate traffic to a website. You should be able to come up with at least 50 ideas. Here are some things that my brain coughs up:

NEWS ADS

AIRPLANE W/BANNER

PROMOTION

GIVE AWAY MONEY

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ONLINE COMPETITION  
FRONT YARD SIGNS  
BACK YARD SIGNS  
HIRE SOMEONE TO YELL WEBSITE NAME

Okay, now some of these may sound absurd, but most of them actually are being used in online marketing today. There was one person who paid \$1.00 to anyone who came to his website and signed up for his mailing list. Well, he got 10,000 takers. It cost him \$10,000. Sounds foolish?

With a list of 10,000 people, if only 5% are interested in what is offered in his following emails, then you have 500 people who are likely to buy something. If he sells something for \$25 and only 100 people buy, then he has \$2500. If he sends out 4 offers in one month, then he has made back his \$10,000 hasn't he? Not only that, but he still has all of these people who might continue to buy from him when he continues to send out offers. Not such a silly idea after all is it?

Never discount an idea that you might have as worthless. Just because it may not sound good now, does not mean that if you come back and look at it a month from now that something will not click. It may take on a different look, but the idea is still essentially the same. So, DO NOT get rid of all of those notes that you are writing down. Keep your written ideas and review them

periodically.

**It is possible that they may take on new life.**



## **STEP 5 – SELECT YOUR TOP 5**

Go through your list and choose the top 5 best ideas. Now you will want to go back to your original problem and make sure that these fit any criteria that your original problem and especially your re-thought problem, must meet.

Go through each one and do some quick evaluation about what you can do with these ideas, and how you might implement each of them. Don't forget, you can write down 25 different ideas on how each can be used, just as you did to pick them. Then glean through these and pick out the most sound suggestion.

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## **STEP 6 – MAKE YOUR SELECTION**

Now that you have gone through everything, and have sorted through multitudes of facts and information, decide which idea fits your criteria and meets your expectations the closest. You may not have an exact match, but you can go through this process over and over to one in on exactly what you are looking for.

Even if you are starting out without a clue as to what you want or what you are doing, you can use this method to first decide what topic you want to use, then how it is to be utilized, and what avenues you will take toward implementing your idea.

Remember, this can be used at any time for any problem. If you want to write a book, but don't know what to write about, simply go through this process. Maybe you want to move to another city or country, but don't know where, or how to do it. Use this process to find out. Don't know the best way to build that better mousetrap?

**State Your Objective**

**Gather Your Facts**

**Re-Define Your Original Problem**

**Let Your Mind Free-Flow**

**Select Your Top 5 Ideas**

**Pick Your Final Solution**

That's it! It might sound more complicated than it really is, but after you do it a few times, it becomes second nature.

Now that you have your idea, what will you do with it?

### **Develop and launch your idea with:**



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product development strategies.

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