

How To Find Your Next Entrepreneurial Business Idea



1. Smart Brainstorming Tips That Will Pay Off Big

Pay attention to what the needs or demands are of the people around you in various niche markets. All, and I mean All great ideas in business that pay off big, come from someone paying attention to needs, missings or problems that no one has solved yet.

Is the need painful or worth people paying to fix it?

The bigger the need or problem, the bigger the pay off.

Thanks to Michelle Rigg of [Create Personal Power](#)



2. The Heart-ier The Better

Obviously people get inspiration from different places, but one secret that I have found is this; The more you surround yourself with creative ideas, the more creative ideas you will get.

Always listen to your heart. If you're looking for a great new idea, don't stress about it, it's probably already inside you somewhere. I have noticed that my greatest inspirations have come from things that are already "near & dear" (lol) to my heart. Try to expand on what you love.

Thanks to Bryant Jaquez of [GENIUS BUSINESS](#)



3. Notice What People Cannot Get Enough Of And Provide It More Cheaply

Here's an example. People who love lobster usually crave more of the delicacy than they can afford to eat. If you can find a way to provide them this delicious food at a lower cost, they will buy as much as they can afford from you. Next, you look for a low-cost solution. Incomplete lobsters are inexpensive. If you turn those lobsters into raw material for baked stuffed lobster, lobster salad, and lobster salad sandwiches, you can provide a tasty bargain. Profits soar.

Thanks to Donald Mitchell of [The 400 Year Project](#)



4. College Entrepreneurial Think Tanks

Mentoring is a leadership enhancer that MGAA Professional Development Institute inculcates in our Empowerment Series in partnership with colleges and universities. We conduct seminars bi-annual at the invitation of institutes of higher education. At the end of our sessions, we give the students short surveys to complete and if we have an idea to seek feedback on the new business venture. We include at least three questions directed at a specific Entrepreneurial idea.

Thanks to Dr. Amicitia (Cita) Maloon-Gibson of [MGAA Professional Development Institute](#)



5. Do A Little Matchmaking!

Make 3 columns on a piece of paper -

1. Skills & Strengths
2. Things I love to do/ Passion/ Something I always wanted to do
3. Ideas

Now, write down as many items under first two columns & once you believe you have all what you can think of for first two column, do a fun matchmaking exercise of items from first two columns to fill the third column with ideas. Only one condition for matchmaking, the combinations you come up with should be something people would pay for.

Thanks to Devesh Dwivedi of [Entrepreneur In Making](#)



6. Does It Bug You? Solve It!

The best business ideas come from people's pet peeves. Like the mom wanting to put her child in a clean shopping cart. So she created soft, padded shopping cart liners. Or the school teacher tired of seeing everyone catch colds from each other and created Airborne. Or the pet owner tired of letting the dog out over and over and created the doggie door. You get the point. If it bugs you, solve the problem. You may have the next great business idea.

Thanks to Margo Berman of [Creative Catalyst Unlock The Block](#)



7. Listen And Learn

I must confess; I am not a soothsayer. I am not especially talented at predicting new trends. However, my best business ideas have come from listening to people's concerns and creating community and resources around addressing those concerns.

Thanks to Julie Arnheim of [Rubbing Nickels, Inc.](#)



8. It's In The Book

Carry a small notebook with you everywhere you go. when you find yourself thinking about starting a business, what it might be, what it might look like, what it might be about...write down the words that come to mind. It will help you focus your energies to pinpoint what the business wants to be, and help to concretize the errant thoughts running amuck in your head!



Thanks to Lara Goldman of [Romantic Travel Association Of Belize](#)

9. Take Notice Of Others To Find Your Next Big Idea

I get creative/entrepreneurial ideas from learning about what others do. Talking to and networking with important and influential people or reading about them and their work inspires me to think big, have an way of thinking, and improve upon existing inventions/processes/business models/etc.

Thanks to Jen Dorman of jendormanmarketinginsight.blogspot.com/



10. Look For The Pain & Solve It

"Coming up with the idea is easy. Just look for something in life that doesn't work properly. Some pain that needs solving and come up with a way to solve it. If you don't have a business yet, you may want to start small. The simpler and less expensive the idea is to execute, the more likely it is that you can get it off the ground," says Jason Beans, CEO of Rising Medical Solutions, a Chicago-based medical cost containment and care management company.

Thanks to Jason Beans, CEO of Rising Medical Solutions



11. Live Your Life!

Pay attention to things you are doing every day and think of a way to make it better, easier or more convenient.

Thanks to Annie Tandy of [Pocket Dots](#)



12. Ideas Are Inside Beings

I brainstorm daily and my two tools are a pen and a pad. I write down the main idea along with how many different ways I can bring this concept to life. With a review of the list you keep the good ideas and eliminate the bad ones. The end result is you have a surplus of great ideas.

Thanks to Derrick Hayes of [Motivation To Your Mobile](#)



13. Write Everything Down, But Only Keep The Best.

Always carry around a notepad or similar apps for your smart phone - inspiration will hit you at the most random of times. More importantly, spend time analyzing each idea and pruning the good and bad ideas; leave only great ones.

Thanks to Jon Lim of [Up+Atom](#)