

Generate Truly Unique Ideas

By Mike Armstrong

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Humans are not perfect and neither are our business ideas, services and inventions. What can we do to make things better? Don't be another number, stand out, think different and learn how to generate that truly unique idea...

Everything can be altered in a way to make it better. It's our job to strive for this success. By training your mind to observe the faults in society you will have the opportunity to discover a world that isn't coloured between the lines. Behind every fault there is a solution, and the people who discover temporary solutions to this imperfect world are the people who make a difference in the world of business.

How Do I Train Myself to Observe Faults in Society?

This is simple, observe people. If you can become really good at observing people's reactions, expressions, and emotions you will be able to discover a problem with any product or service.

Take a stroll through a public place, such as a mall, and watch shopper's reactions to the products and services they're shopping for. Watch for customers who are: outraged by prices, shocked by new inventions, commenting on clothing items, returning previous purchases, or even whispering under their breathe about bad customer service. This is really amazing because the shoppers are actually showing you the faults in the mall through their reactions while shopping. This allows a sharp-minded individual to generate ideas or solutions to bad products and services really easily.

Talk to Strangers

Once your comfortable at detecting and predicting people's reactions, expressions, and emotions, talk to shoppers about what they are looking to buy! If you detect a reaction from a customer that a product is awful, play along with it, walk up to the person and say, "you know something, that product really does stink!". You will be amazed how much a complete stranger will open up and tell you every little detail about why it is that they really hate the product.

Keep your mind sharp by observing the faults in our society that are present everywhere and you will discover a truly unique idea. Constantly ponder, how can I make this better? What is wrong with this product/service? Why is this customer upset about this product/service?

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