

## Instant Idea Generator

Most businesses offer a product or a service. If you are a small business owner, the chances are that you are the person who knows that product or service, and what it takes to produce or deliver it, better than anyone else in your company. This may change as your business changes, but there will always be parts of the business, maybe even aspects of your field in general, that you know better than anyone. Here are some questions you can ask yourself to start your idea engine running:

- What do you do? Your product or service
- How do you do it? Can include specialized technology (software/hardware), training, tools
- Who do you do it to or with? Your audience, colleagues, peers
- Where do you do it? Is location important? Do you require a certain setting or settings? Do you need specific physical surroundings?
- Why do you do it? Inspiration time! Why do you love it? Why do you do it? Who inspired you? Who have you inspired?
- Are there specific conditions required? If so, what are they?

Using the chart below, brainstorm a list of potential topics using words or phrases. Don't worry about whether your idea is complete or not.

What do you do?	
How do you do it?	
Who do you do it to or with?	
Where do you do it?	
Why do you do it?	
When do you do it?	
Specific Conditions?	

