

# Breakthrough Ideas

## *How to Produce Ideas for Profit in Your life and Business*

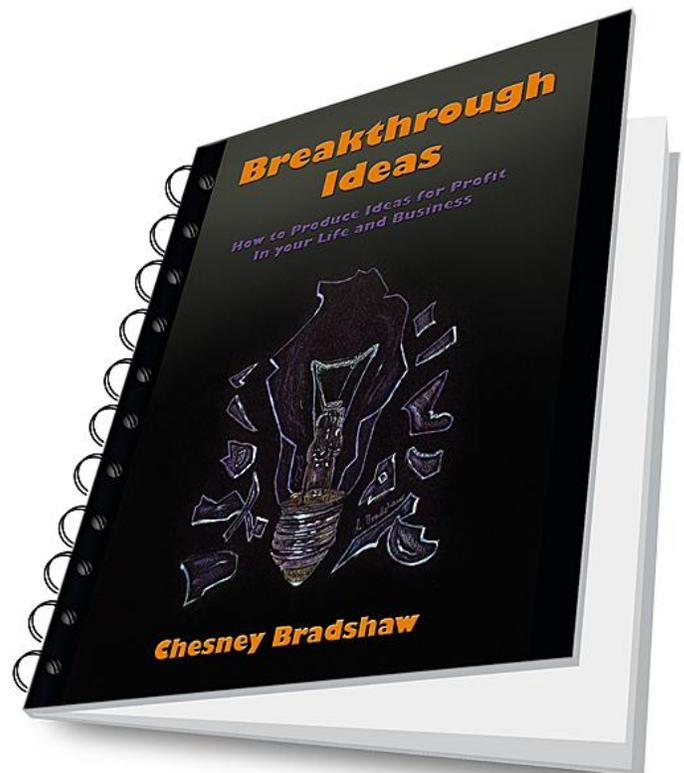
“Breakthrough Ideas” shows you how to generate or find new business ideas and turn them into products and services for income. This hands-on, practical step-by-step guide will help you trigger ideas and show you how to evaluate, develop, test and market them with minimal cost and without you needing to leave your job until you know you have a money-making winner on your hands.

### **12 Ways To make prosperity, achievement, and everyday fulfillment find you**

To help you decide if “Breakthrough Ideas” is for you, here is a list of the chapters:

**Chapter 1: Introduction.** How to produce new business ideas for viable products and services that can lead to a personal income breakthrough.

**Chapter 2: Into Creative Mood.** Get started using curiosity, enquiry and questions to open your opportunity thinking and see the world through fresh eyes. Spark promising ideas from familiar and unfamiliar circumstances.



**Chapter 3: Ideas mean business.** How the five-stage idea generation process used to solve real, practical problems helps let your ideas “percolate” or simmer until you experience your “Ah-ha” solutions.

**Chapter 4: Brainstorming for ideas.** How to break past conventional limitations of brainstorming to come up with a flash flood of ideas at any time.

**Chapter 5: Tools for visual brainstorming.** How to jump over your “wall of rationality” to combine unrelated objects in unexpected ways to spark new business ideas.

**Chapter 6: Group brainstorming without the agony.** How with clever “tweaks” you can make group brainstorming produce profitable ideas (and avoid the so-so results from traditional brainstorming sessions).

**Chapter 7: The freewriting breakthrough.** A no-nonsense, practical guide with detailed examples to use freewriting to help you reach your personal breakthrough. Unblock and unlock a treasure trove of ideas that reside within your unconscious imagination.

**Chapter 8: Observing cleverly.** Many people have founded their fortunes on the simple technique of observation. How to use clever observation methods to recognise opportunities, search unfamiliar places, observe consumer behaviour and spot trends and counter trends.

**Chapter 9: Finding opportunities from information sources.** How to cut through the vast oceans of information and where to identify opportunities.

**Chapter 10: Recording tools.** Use the best methods to record your ideas for later use and development.

**Chapter 11: Evaluating your product or service.** How a step-by-step plan helps you detect fatal flaws in your product or service with six action steps to evaluate your new business idea. A quick-and-easy plan helps action and commercialise your idea.

**Chapter 12: The Marketing Plan.** How to convert your idea into income with sharp, street-smart advice on marketing, promotion and publicity (no BS marketing theory whatsoever) that equips you with tools and methods you can use right away.

**Chapter 13: Selling Techniques.** How to sell even if you are an introvert and have never sold anything before. Find out how to negotiate without losing your shirt.

“Breakthrough Ideas” is a book in easy-to-use binder format. This physical product costs \$37.95 (without shipping) for Idea Accelerator readers (regular price is \$49.95 without shipping). If you want an e-book version see separate pricing [online](#).

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