

# MY BRIGHT IDEA

## My “bright idea”

What excites you about your business idea? If you have two or three ideas, what do you like best about each one? Where did the idea come from? How has it evolved since you started the process of turning the idea into a business?

By looking at how you initially got the inspiration for your business, you can take the next step towards determining how you might get others excited about your business also. That’s the start of taking an idea and turning it into a plan, which becomes a successful business. It will also be useful to have a record of what initially inspired you to refer to from time-to-time, especially as your business grows.

# MY BRIGHT IDEA

## MY "BRIGHT IDEA"

*Use this space to record your initial business idea(s). This will become a starting point for defining your business concept and why it can be competitive in the marketplace. It will also be useful as you prepare your marketing materials and write your "Elevator Pitch".*

What is your business idea?

How did you come up with it?

What excites you about it?



Excerpted from **Six-Week Start-Up**

© 2009 by Rhonda Abrams. Published by The Planning Shop

To purchase the full book visit [www.planningshop.com](http://www.planningshop.com)