



Chapter Two

Getting an Idea

Hopefully your brainstorming from Chapter One has resulted in a list of talents, skills and interest you have. In a group, or by yourself, you should have come up with some possible micro business ideas.

Read Chapter Two of *Starting a Micro Business*. Add to your brainstorming list anything new that comes to mind from that chapter. It is okay to copy another great idea!

Pick at least three and up to five of the ideas that appeal to you most:

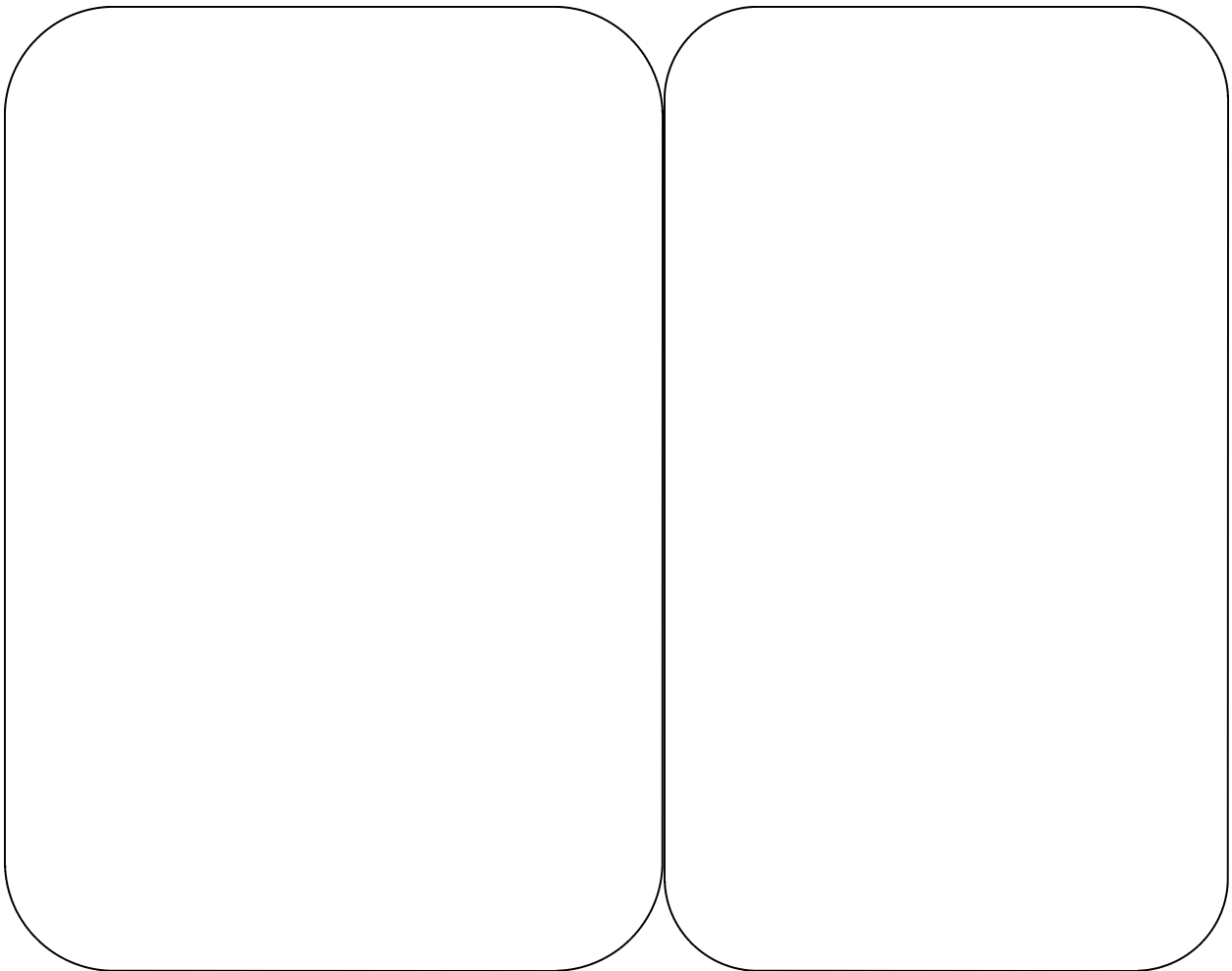
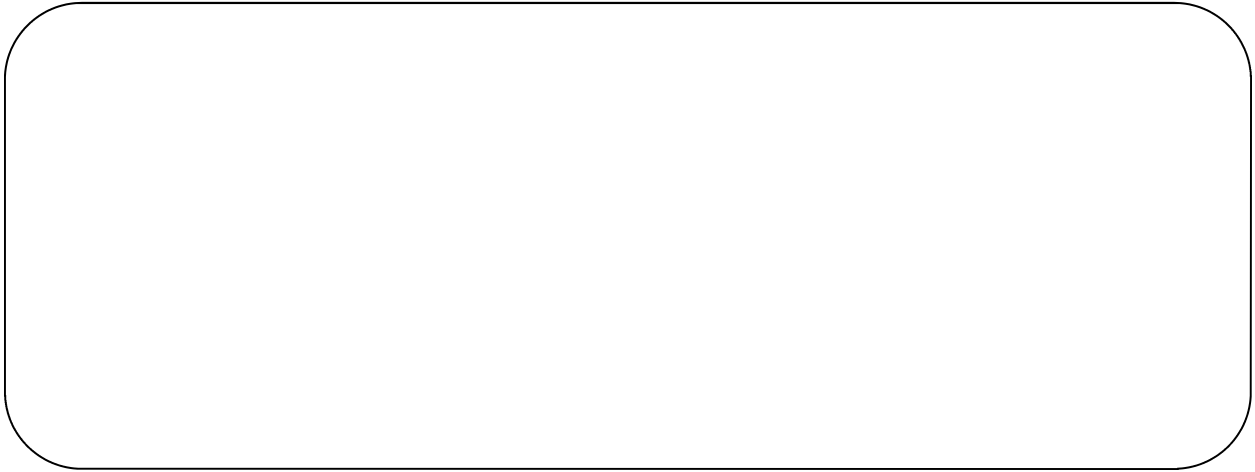
1. _____
2. _____
3. _____
4. _____
5. _____

Next you will create a mini business plan for each idea. This is not a full business plan (you'll do that in Chapter Four). This is called an elevator speech. Try and tell someone your idea in the time it takes to ride an elevator, about one to two minutes.

For each of your 3 to 5 best micro business ideas, explain. your product or service, why it is needed, who will buy it and why they will buy from you.

Example: My micro business idea is to photograph senior pictures (*a service*). Every senior in my youth group (*the customer*) wants some nice pictures taken outdoors, but many cannot afford a professional (*the need*). I will charge less than half what a professional does, I'm good at photography and as a bonus I can make a scrapbook album for my customer (*why you*).

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The next step is to do a small market survey and ask your mentor or teacher, parents and friends about your idea. Give them your elevator speech sales pitch and ask for their opinion. Record their reactions and any advice they offer:

	My mentor/teacher	My parents	My friends	Other/classmates
Idea # 1				
Idea #2				
Idea #3				
Idea #4				
Idea 5				

Wrap Up Chapter Two Getting An Idea.

So far, you have used several techniques to come up with an idea:

- Brainstorming
- Listing your skills, talents and hobbies
- Reading others' ideas from *Starting a Micro Business*
- Narrowing your list and creating an elevator speech
- Asking for the opinions of others you know

Now, you need to narrow the list to only one idea (or at most two ideas, if you are feeling ambitious). Select one micro business to focus on at this time:

Congratulations! You've actually accomplished quite a bit. Some teenagers never brainstorm ideas or see themselves as micro business owners. You can be different. You are unique and your idea is unique in some special way.

We will investigate your idea in more detail in the next few chapters, so get ready for some work that will be very worthwhile and help you to be successful.

Why not share your idea with other students? Drop a comment at the MicroBusinessForTeens.com website or Facebook page. If it's a really fantastic idea that you don't want anyone to steal, just be a little vague with the details.