

## *IDEAS*

### *Your Ticket to Thousands (or Millions) of Dollars in Income & True Financial Freedom!*



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*The word "idea" comes from the same source  
as the Greek verb "Idean" or "To See"*

Everything you see, have seen or will see is first an idea. Do you ever hear yourself say, "Why didn't I think of that?" Or, "I thought of that a long time ago!" It is said that for each person who has a great idea, there are at least 40 more who have the same idea. Whoever takes action ON that idea will be the one who "discovers" it and gets the accolades AND the profits!

So, if you have a good idea, NOW is the time to bring it to fruition. *And particularly because right now one of the BEST ways to generate lots of cash FAST is by creating and selling information products.*

In this white paper, we'll talk about why you want to

- *Get serious* about converting YOUR ideas into information products
- Learn what the market is hungry for and *how your ideas can fill that hunger*
- Realize that **you know more than you think you do** – and your knowledge can be sold to others who will be grateful for your knowledge – sold for LOTS OF MONEY
- Realize that your true security is NOT a job or a company – *your true security is your ability to THINK* and fill a market need

- **Get excited** about **converting your ideas into form** – *including that book you've always wanted to write!*

The goal of the first part of this report is twofold:

- 1.) To get you excited about your ideas
- 2.) To convince you they have merit – and you must not listen to anyone who says otherwise

The second part of this report will give you the following:

- 1.) Tangible ways to convert your knowledge into money FAST
- 2.) The steps to write that book you've always wanted to – AND market it for profit as you establish yourself as an EXPERT on your topic. PLUS make lots of money because of your new status
- 3.) What the current “mega-niches” are and how the infopreneurs are making millions by catering to them – and how you can do the same
- 4.) Easy ways to get started NOW – with your idea, with your book, with your information products
- 5.) The profit corners on the internet that you CAN count on – and how to tap into them
- 6.) Ways to fast track your mindset for success – including a special BONUS workbook

If you're ready for some big changes in your life, real financial freedom from doing something you love, and the excitement of creating products or services that the market is hungry for, this report can give you the strategies and tools to make that happen.

Even more important – if you are ready to marry money and meaning in your life – to be part of a new paradigm that honors service to others, you will definitely enjoy what you learn here.

Here's to your continued success and joy!

Warmly,

Montana Gray

<http://www.givingyourideaavoice.com>

<http://www.guruofchange.com>

*“Today currency is the idea, but tomorrow ideas will be the currency. Now more than ever before what we need as businesses, as individuals, as a society is ONE thing: IDEAS. New, vital, raw, hot, bracing, challenging paradigm shifting ideas.”* Joey Reiman

## *Your Ideas Can Change Lives*



**WARNING:** Some of the best ideas in the world were never materialized because their creators were discouraged by others who said they were impossible. So, if you have a good idea only share it with those who will support you 100% – and should you encounter a “nay sayer,” move on – quickly.

**Check out the Critic’s Corner below** before you abandon your ideas as not worthy. You will be encouraged to see how many great ideas were dismissed by so called otherwise intelligent beings.

The magic of inspiration, the way a person’s ideas, vision and creativity can change lives is much the same way a pebble thrown into a pond sends out ripples far from the place it originally lands.



***“A big idea is an idea that makes a dent in the Universe.”***

~ Steven Jobs, Co-founder and CEO of Apple Inc. and former CEO of Pixar Animation Studios

*“The empires of the future are the empires of the mind.”*

~ **Winston Churchill**, British politician, Prime Minister; a noted statesman and orator; historian, writer, and artist; received the Nobel Prize in Literature and the second person to be made an Honorary Citizen of the United States

**Elmer R. Gates** (1859-1923), who held dozens of patents, made his living “sitting for ideas.” His tools were a quiet room, a pen, blank paper, and his mind.

**Ben Franklin** epitomizes the power of ideas from just one man. Over two hundred years ago he invented the battery, he helped draft the *Declaration of Independence* and the *U.S. Constitution*. He created a new kind of bathtub, bifocal glasses, and ironing machine and he wrote Poor Richard’s Almanac.

*“You can’t use up creativity. The more you use, the more you have.  
Sadly, too often creativity is smothered rather than nurtured.  
There has to be a climate in which new ways of thinking, perceiving, questioning are  
encouraged.”* ~ **Maya Angelou**, autobiographer and poet

**Humphrey O’Sullivan** of Boston was determined to find a job. He walked the streets day after day. Tired of his shoes taking a beating, he invented rubber soles.

*“What lies behind us and what lies before us are tiny matters compared to what lies within us.”*  
~ **Oliver Wendell Holmes**

**Kemmons Wilson, a high school dropout, wanted to stay in a hotel near a** highway with good parking, but without the “fru fru” lobby and expensive restaurant. He had an idea, “the world needs a “motel.”” His ideas became a decision and applied action. Within a few years, Wilson built what would become the largest motel chain in the world: Holiday Inns.

*“The world is moving so fast these days, that the man who said it can’t be done, is generally interrupted by someone doing it.”* ~ **Harry Fosdick**, well-known clergyman to the Rockerfeller’s; cover of Time Magazine 1930

## *The Critic's Corner*

*Just a few examples of folks without a vision – and proof that when you have a good idea, you must not listen to them! Proof that if you have an idea lying in the corner waiting to be dusted off, NOW IS THETIME!*

*“Everything that can be invented has been invented.” ~ **Charles H. Duell**, Director of the U.S. Patent Office, 1899*

*“Our book *Chicken Soup for the Soul* was rejected by publishers 144 times before a publisher got it!” ~ **Jack Canfield**, Co-author of the best selling *Chicken Soup for the Soul*. Since 1993 more than 112 million copies have sold with titles translated into 40 languages. In 2008 *Chicken Soup for the Soul* became the best selling trade paperback series in the history of publishing.*

*“It’s a cutthroat business and you’ve got no chance of success.” ~ The attorney of cosmetic tycoon **Mary Kay Ash**, weeks before she opened her first store.*

*“You can’t play the piano and God knows you can’t sing. You’d better learn how to weave chairs so you can support yourself.” ~ A comment by **Ray Charles’s** teachers.*

*“There is no likelihood man can ever tap the power of the atom.” ~ **Robert Millikan**, Nobel Prize in Physics, 1923*

*“There’s no market for it. If there were, major airlines would already be offering it. You won’t be able to find reliable carriers.” ~ Conclusion of advisors to **Fred Smith**, founder of Federal Express. By the way . . . **Fred Smith’s** college term paper was on the concept of creating Federal Express. His grade was a “C” with the comment from his professor: “This is not a conceivable or workable idea.”*

*“You have a nice voice, but it’s nothing special.” ~ A high school teacher who rejected **Diana Ross** for a high school musical.*

*“Who the hell wants to hear actors talk?” ~ **Harry Warner**, Warner Brothers Pictures, 1927*

*“Heavier than air flying machines are impossible.” ~ **Lord Kelvin**, President, Royal Society 1835*

*“You’re a good editor with a promising future in the business. Why would you want to throw that all away to try to be a writer? I read your book. Frankly, it’s not really that good.” ~ NY Publisher’s comments to **James Michener** about his first book, “Tales of the Pacific,” which won a Pulitzer Prize.*

*“You’re foolish to try to sell sparkling water in the land of Coca-Cola drinkers.” ~ Advice given to **Gustave Leven** by several consulting firms when hearing about his plans for selling Perrier water in the U.S.*

*"It's a huge risk and it will never fly."* ~ Aeronautical engineer's evaluation of **Bill Lear's** design for a jet.

*"Sensible and responsible women do not want to vote."* ~ **Grover Cleveland**, 1905

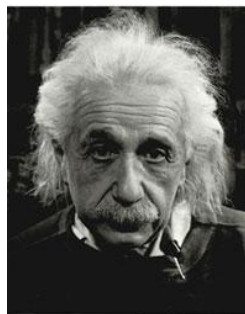
*"A global twenty four hour news network will never work."* ~ Network executives response to **Ted Turner's** plans for CNN.

Before **Norman Vincent Peale** became an "overnight" success with his 1952 book *The Power of Positive Thinking* his greatest critic threw his manuscript in the trash! His greatest critic was himself. Yes, he threw his manuscript in the trash because he didn't think it was good enough or mean anything to anyone else. Thank goodness we each have at least one person to support us through our doubts and fears, he had Ruth, his loving wife, friend and partner who pulled the manuscript (and him!) from the garbage bin (mindset) and told him to publish it anyway. The rest is history (or, "her"story!)

Addendum to Peale's story: When Peale came under heavy criticism from the mental health community for his controversial book "The Power of Positive Thinking," his business partner, friend, co-author with Peale of other books, and psychoanalyst Smiley Blanton, distanced himself from Peale and refused to endorse the book. Blanton refused to allow Peale to use his name in "The Power of Positive Thinking," refused to publicly endorse the book, and refused to publicly defend Peale when he came under criticism.

Between 1952 and 1956 *The Power of Positive Thinking* sold 2 million copies. This was before the power of the Internet and television marketing. It was on the New York Best Sellers List for 186 consecutive weeks. To date it has sold over 5 millions copies in 15 languages.

In summary, remember. If you have an idea that you believe in, guard it carefully, and just go for it! Remember this quote:



***"The problem with true genius is that it takes near genius to recognize it."*** (anon)

## *Keys to Making Your Ideas Profitable*



### *Key #1*

#### *Learn What the Market is Hungry for and How Your Ideas Can Fill That Hunger*

One of the biggest mistake entrepreneurs make is to create a product or service BEFORE they research the market. Which is why many intelligent people fail while others who are seemingly less talented end up as millionaires.

So, here are some SECRETS that will give you a fast track to making your ideas profitable!

ONE: Research which markets are HUNGRY.

TWO: Feed those markets.

THREE: Do not be attached to what YOU think others need – find out what they WANT, then find a way to fill that want!

CLUES:

1.) **Go for the mega-niche markets.** The top three mega niche markets are:

- Health
- Relationships
- Money

Side bar: A new mega niche market is emerging that reflects a new paradigm. What is it? *Life Purpose*. Recent surveys show that many folks are seeking a way to make money AND make a difference while doing so. People are seeking “meaning.”

- 2.) Do your research and **find out what the mega-niche markets are buying**. The more they are buying in certain areas, the more potential for you. As Brian Tracy says, you only have to create something that is 5% different in any market to be a success in that same market. Self-improvement in those three areas is a multi-billion dollar industry! Those three areas are also the TOP THREE keywords searched on the internet daily.

This is where YOUR ideas come in. Brainstorm on how you can fill a need in those mega-niche markets, find a way to put your particular spin on it (that’s what makes it NEW and UNIQUE), then begin to create your plan. The “Unique You” will make your profits soar.

- 3.) Keep it SIMPLE. You want to **deliver what the market needs FAST**. That’s why information products are so fabulously successful right now. They are easy and inexpensive to create, they can be brought to market quickly, and as an infopreneur, you can create an unlimited number of different ones.



Research Affiliate Marketing  
Learn how you can make as much as \$500,000 annually from this niche business.

## *Key #2*

You can provide a product without having to create it yourself! Learn the power of affiliate marketing (selling the products of others.)

Go to <http://www.stevepavina.com> and read how he makes \$40,000 a month from his blog that primarily markets the products of others!

Or go to <http://www.superaffiliatehandbook.com/> and read how Rosalind Garnder, a prior air traffic controller, now makes between \$30,000 and \$50,000 a MONTH just from affiliate marketing!



As an author, you are considered an EXPERT – which translates into profits \$\$\$, multiple streams of income, financial freedom and the ability to create a joyful lifestyle for you and your loved ones.

### *Key #3*

WRITE YOUR BOOK! Then learn how to market it.

My friend and mentor Joe Sabah wrote and self published a book on how to get a job. He marketed it ONLY on radio talk shows from the comfort of his living room – often in his robe!

To date he has made more than \$450,000 on this ONE BOOK – all from the comfort of his home!

Need support? Visit <http://www.givingyourideaavoice.com> and see the authors I have helped – and how I can help you!



**FREE E-BOOKS**  
to help you change beliefs and program yourself for success!

[Click here](#)

### *Key #4*

DEVELOP & MAINTAIN THE MINDSET FOR SUCCESS!

Without the right mindset, you will fall again and again. With the right mindset and beliefs, you will be unstoppable!

You can access online seminars, brain entrainment programs, teleclasses and pdfs FREE that will help you develop and maintain the right mindset.

This MUST be part of your commitment – and I guarantee you, it will be one of the most joyful parts of your journey.

Imagine being able to create all the money \$\$\$ and joy you wish regardless of external circumstances – because you have the right mindset!

 <p><b>YOUR MARKETING GURU</b> Let me help you bring your idea or book to market and free you up to release even more creative ideas!</p> <p><a href="#">Click here</a></p>	<p style="text-align: center;"><b>Key #5</b></p> <p><b>MARKET, MARKET, MARKET</b></p> <p>If you don't know how to market your product or service, find someone who does and hire them!</p> <p>Do what you do best – create your ideas or write that book! Then let the marketing gurus help you:</p> <ul style="list-style-type: none"><li>→ Set up the right web presence</li><li>→ Use social networking</li><li>→ Get on radio talk shows</li><li>→ Write that blog</li><li>→ Step outside your comfort zone and give the world the gifts ONLY YOU CAN!</li></ul> <p><a href="#">Visit my blog</a> for more reasons why you should release your gifts!</p>
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Montana Gray is the author of the forthcoming books, “Hope = Healthy Opportunities Personally Engineered – 101 Ways to Marry Purpose and Profits” and “One Day Only – And It’s Your Day.” Learn more about these inspirational books [here](#) and take advantage of your BONUS when you order today! (URL: [http://www.givingyourideaavoice.com/order\\_book.html](http://www.givingyourideaavoice.com/order_book.html))

A self-proclaimed “Guru of Change,” Montana’s mission is to help others who want to make a difference find and live their passion. A speaker, workshop trainer, and intuitive and marketing consultant, Montana helps you develop and market your BIG IDEA including writing that BOOK that you just know can help others!

Visit <http://www.givingyourideaavoice.com> and <http://www.guruofchange.com> for free motivational information to help you develop your mindset for living the soul-filled life you were meant to live.

Visit her blog at: <http://www.givingyourideaavoice.com/blog> for more information on marketing YOUR unique message.