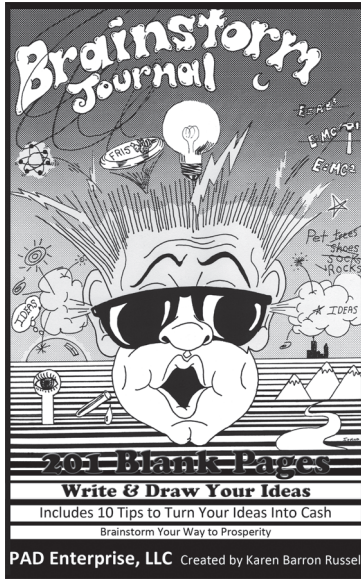






Brainstorm Journal



201 Blank Pages

Write & Draw Your Ideas

Includes 10 Tips to Turn Your Ideas into Cash

Brainstorm Your Way to Prosperity

Created by Karen Barron Russell

Published by PAD Enterprise, LLC

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*Inspired by all of the ideas that I
wrote on napkins, bank deposit slips,
torn pieces of paper and backs of
receipts... that I lost.*

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brain·storm

1. Sudden clever idea or plan.
2. Violent disturbance of the mind.
3. Organized shared problem solving.
4. Think of or produce a solution to a problem.
5. Sudden bright idea or silly idea.

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1. The Brainstorm Journal is for you to write and draw your ideas. Keep the journal handy at all times. You never know when an idea will enter your mind. Take the journal with you wherever you go. At night, keep it next to your bed. You could dream of an idea or think of one while lying in your bed, when you are completely relaxed. In fact, this is often when ideas fully manifest.





2. Always write your ideas in the Brainstorm Journal. If you start writing your ideas on the first piece of paper that you grab, like a napkin, bank deposit slip or on the back of a receipt, you may misplace the idea that could have made you rich.





3. Ideas could just pop in your mind. If they do, just start writing. Some ideas may seem silly, but a silly idea could be lucrative, so just write all ideas in your journal. It could take a year, or years, before the silly idea makes sense and turns into a bright idea!





4. Write a list of your hobbies, talents or special skills. From your list, choose what you love the most. If you love what you are creating, and because you are familiar with how it's done, it might make you excited enough to develop a better product or service.





5. Be sure to protect your intellectual property. If you decide to Patent or Copyright your product you must make sure that it is an original. A product could have already been Patented or Copyrighted, even though you have never seen it, and are not aware that it already exists. Do a Patent Search to insure that no one else has already thought of the same product.

Go to the following sites for information:

Patents & Trademarks www.uspto.gov

Copyrights www.copyright.gov





6. Remember to keep your idea confidential. Do not send your unprotected idea in an email. If you must send it in an email to get a quote for production, then do not give all of the information. Figure out how you could produce the product to appear in its final form, without putting it out in the public before protecting it. Be very vague. Try to find someone to produce the product locally. Do not discuss your idea with other people, even your relatives. If you must discuss your idea with someone, have them sign a non-disclosure confidentiality statement.





7. Research and search the Internet for information and resources to develop your product or service.

Be aware of Spyware and Trojan Horses. If they are in your computer, they could send your confidential information into the public before you have a chance to protect your new product or service. Make sure your computer's Firewall is turned on and you have installed a virus protection program on your computer. Hackers could look inside of your computer and take control of it.

When searching on the Internet, do not type your complete idea into the search engine, type partial information. Collect bits and pieces of information that you could use to develop your product or service.





8. Design your product, so you may produce or manufacture it at the lowest cost, but with high quality. You might be able to change your product design to smaller dimensions to save money. You might also be able to print a product full color, high gloss for less than printing it in one color. Your printed product design might have a custom shape which means it needs to be die cut. Die cutting could add \$200 to \$2000 to the production cost. Find out how much it will cost to produce your product, before filing a Patent or, Copyright. If it costs too much to produce your product, you might not be able to sell it for a reasonable price.





9. You should always set a wholesale price, and a retail price. If you only have a retail price, you may always have to sell your product, one at a time. You should have a wholesale price factored into the price of your product, so you can sell larger quantities wholesale, at the same time you sell smaller amounts retail.

Here is an example:

Your product cost \$100.00 to produce. You mark up your product by 2% - 2.5% then your product's wholesale price could be \$250.00. The retailer buys your product to sell at their store and marks up the price 2.5%, which makes the product's retail selling price \$625.00. That way everyone makes money!





10. Set up a legal business. Go to www.SBA.gov to get started. You will need a Business Name, Post Office Box Address for a home-based business, an Email Address, Domain Name, Web Hosting, Web Site Design, Contact Telephone Number, and a Payment Processing Center, as well as licenses, permits, etc.

