



IDEAS TO PROFITS

LEARN THE 6 STEP
PROCESS TO LAUNCH
YOUR PRODUCT OR
SERVICE INTO PROFITS

[Mentorsapproach.com](https://mentorsapproach.com)
BUSINESS GROWTH MADE SIMPLE

IDEA | PROFIT

Simply put, an idea is just an idea until we can create streams of revenue from it. Then that idea blossoms to profits.

Is your idea ready for growth? Is it ready for profits?

Idea generation is one thing. Creating a profitable business is another. The reality is that 90% of the ideas out there never become anything more than an idea.

The other 9%, either become an attempted idea or a small profit business.

The 1% that achieve greatness are there because of the secrets to converting an idea to profits.



Where do you see profits?

Without those profits we have just an idea waiting to be unleashed. Strategy and execution turns an idea to reality.

Strategy is the most critical part of any idea. Without it we are walking zombies with a dream.



Profits and the strategies

Profits come from strategic implementation and execution geared towards success.

Lets be real, the next 6 steps will take your idea to the next level but are you ready?

We ask this to all our clients so that they are ready for the work it takes to create the winning strategy and implement the winning game plan.

It's a race only with you and your idea. Pull up those socks and lets dive in to the 6 step approach.

Who Are We?

IDEA DEVELOPING STRATEGY LIONS !!!!

OUR TEAM IS SIMPLE:

Fun loving people who want to see success happen. Ideas are generated and then the brainstorming happens.

HOW WERE WE FOUNDED:

Nikos has been working on startups before startups were cool. His goal has been to join awesome fun loving people who can take ideas to the next level

WHO IS NIKOS?

Nikos is a 2 time nominated Young Entrepreneur of the Year with a whole bunch of letters after his name. He created mentorsapproach.com implementing his method of success and to share it with the world!



Ideas to Profits

mentorsapproach.com

What Our Clients GET?

Your idea needs to be built to profits and we are here to help. What do our clients get?

- A how to guide to move your product from IDEA to PROFIT
- 6 steps that will build through to the opportunities
- The steps walk each client through what needs to happen to see the idea turn into profits
- Opportunity to purchase the IDEA to PROFITS Lesson set for \$37

STEP 1

What is the idea?

Your ability to answer the question of what is your idea in 30 seconds is one part of the story. They usually call this the elevator pitch.

The critical part is being able to answer this in a story about real life people solving their issue making your idea a great solution.

The critical part expands with your ability to find the right customer bases.

The right idea will yield several sources of revenue. The question is what are these sources and how do we find them specifically for our product.

Generally speaking, we need to be able to focus on one time purchases, repeat customers, and residual income.

IDEA BREAKDOWN

Breaking down the idea to smaller ideas achieves that success we need

Critical questions:

- How many different ways can my idea be used?
- Of all the ways can I rank them?
- What is the best use and how do I convince someone?
- How much money will it cost to produce the idea for each use?
- Is there different ways we can discover more uses for the product and if so how?
- Have you reached out to the industry or consumers to ask for advice on the idea?

Important Question:

- What do you love about your idea, can your idea be developed to be better and are you being realistic and/or biased with the idea?

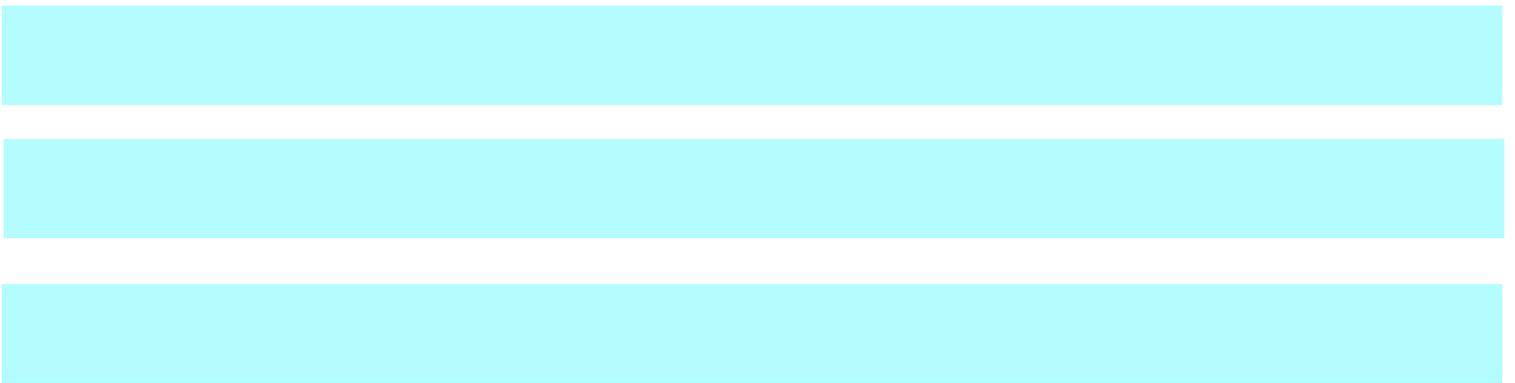
ACTION

What is the idea?

Explain the idea in the story frame for your ideal customer



Can we find more uses for the idea?



How much does it cost to turn the idea into a product?



STEP 2

Strategy Build

Strategy on the breakdown of an idea is critical for success. Sure you can feel accomplished in life but without results you really just have dreams. The only way you can have results is through implementing strategy. Ideas are just ideas. They need some strategy to come to life!

We realized several things along the line of building a strategy.

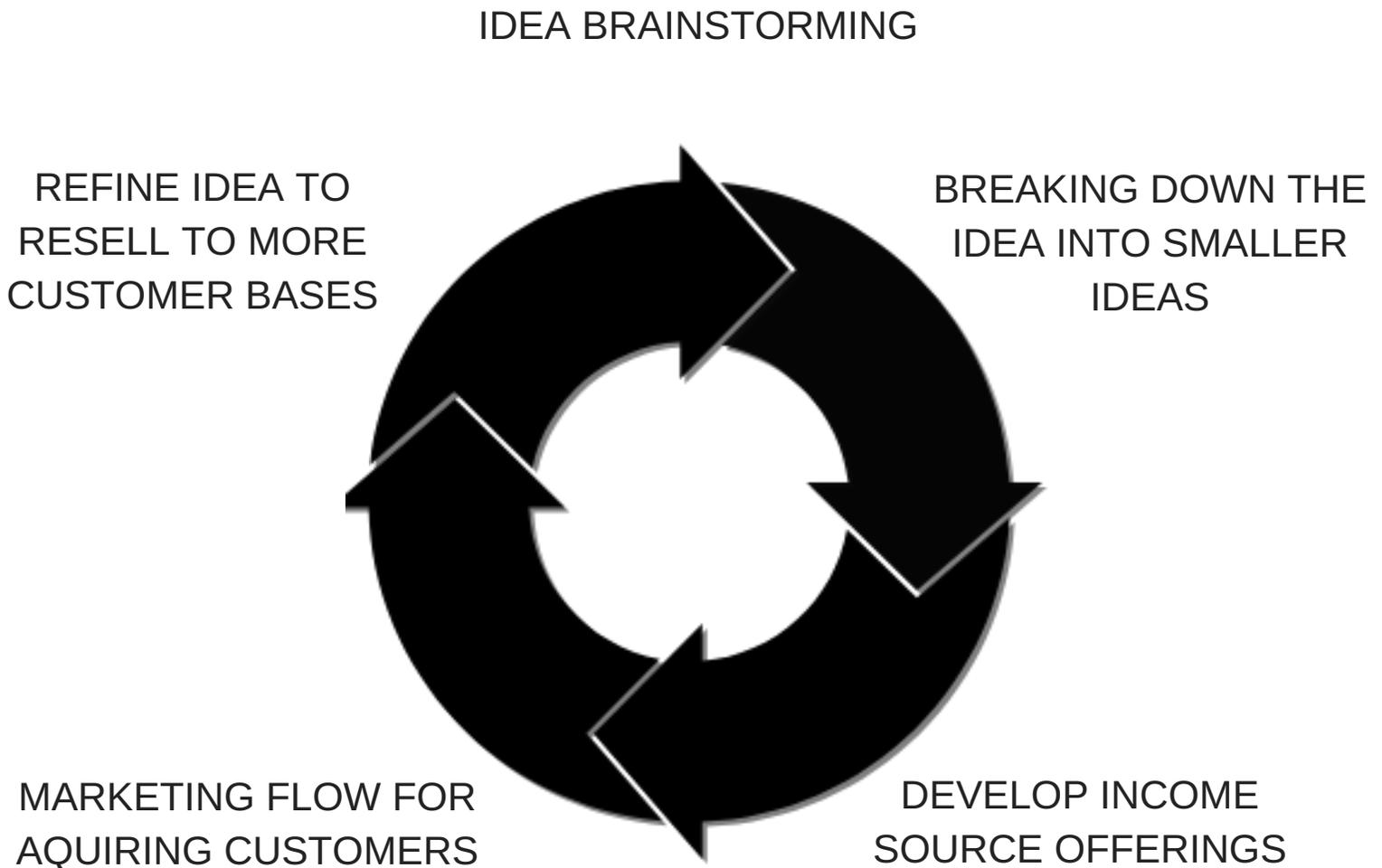
Firstly, it costs money to build a solid strategy.

Secondly, it costs time to refine it.

Thirdly, it takes lots of emotional control to accept opportunities and weaknesses that exist with the product.

STRATEGY NEEDS

There are basic needs we need to focus on when building a strategy and that is the flow of the IDEA to PROFIT cycle



ACTION

Break Down the idea

What is the main idea and describe its sub-ideas?



Explain what the sub ideas will solve



Describe similar products that have similar ideas

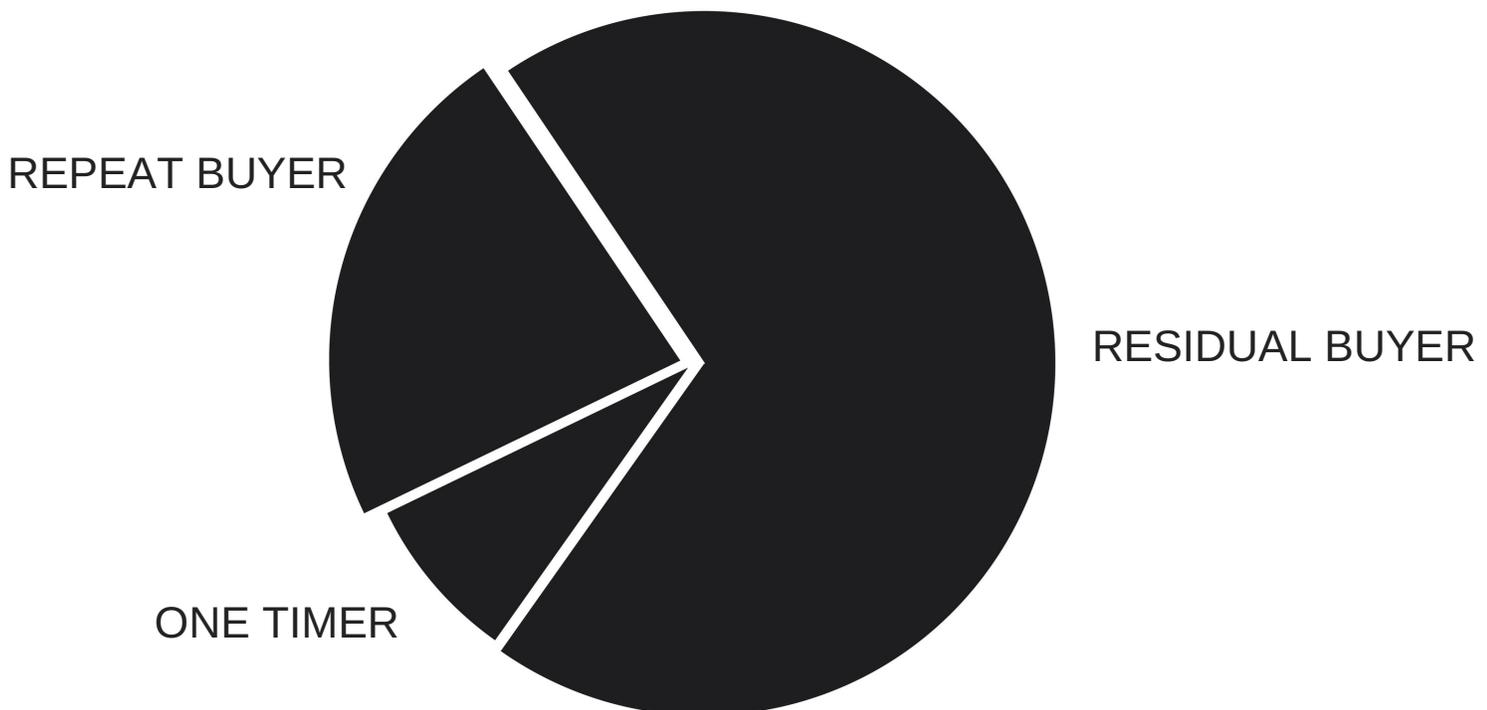


STEP 3

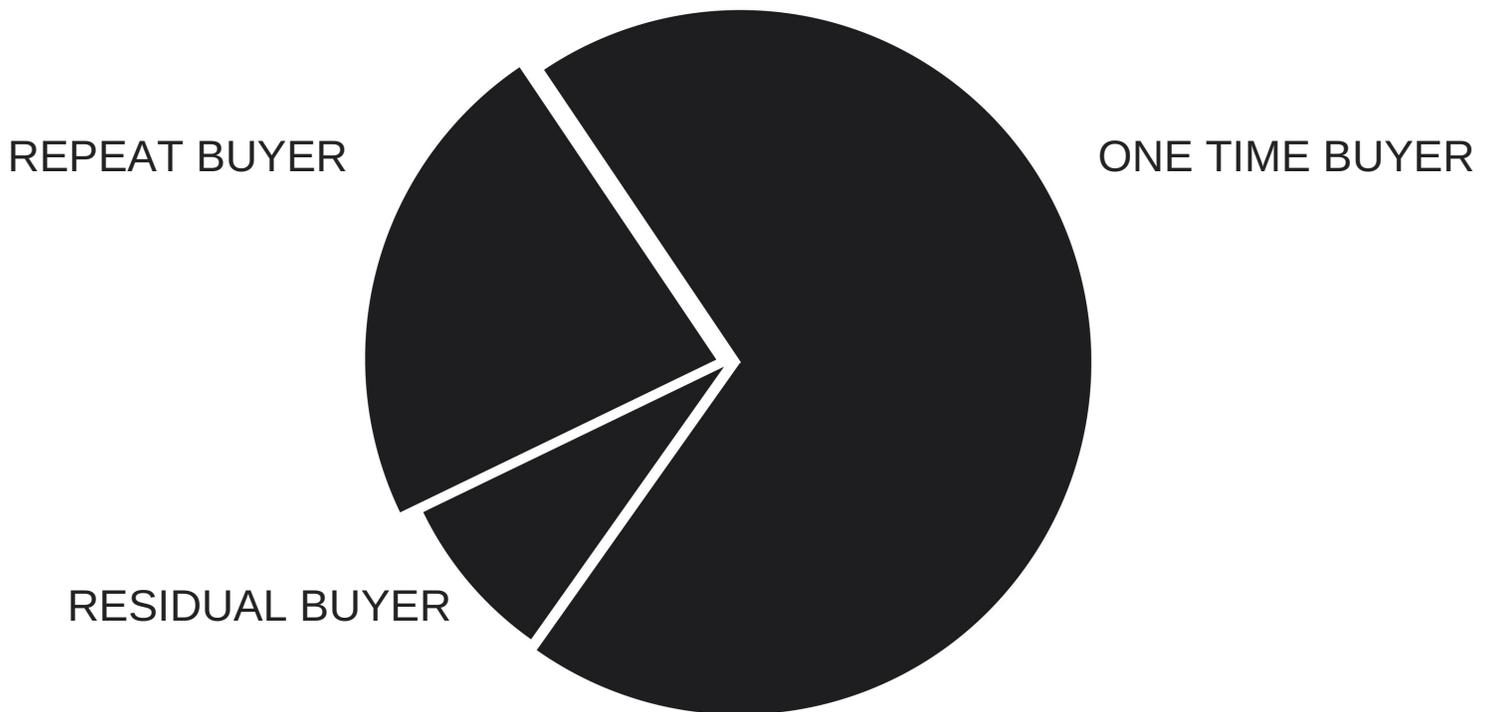
3 Stream Principle

Simply put, we focus on three categories of people to bring in three streams of income. Or three different offerings to sell to 3 types of people.

Is your current idea able to handle 3 streams?



But wait there are other models too?



This is to say that a product is purchased based on something new and exciting. A need that is being met and is long term.

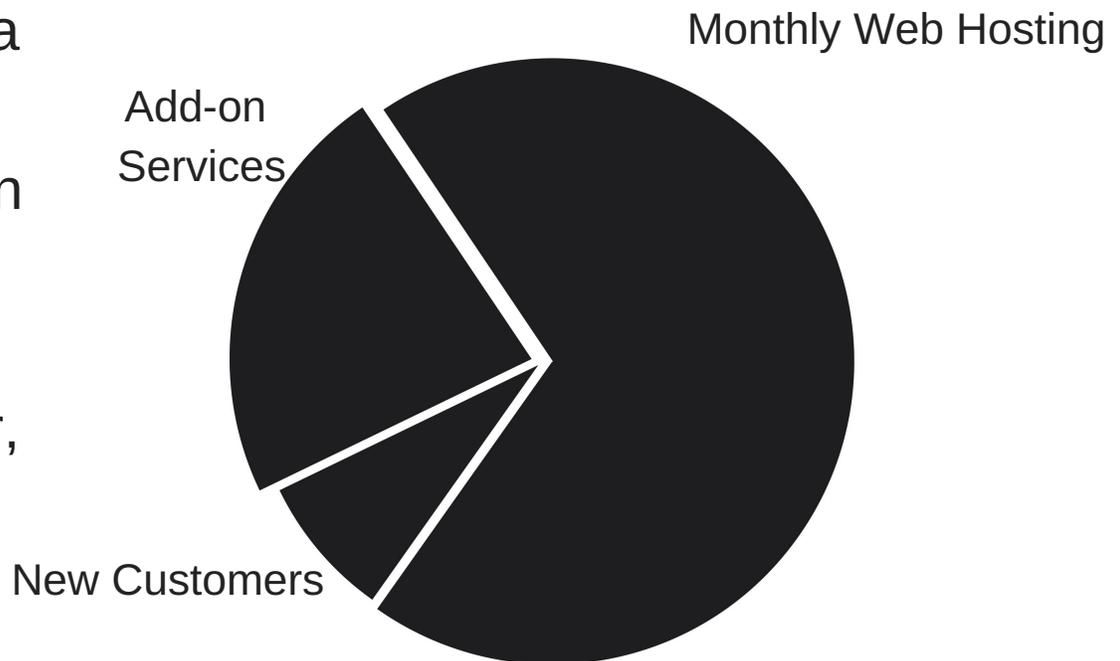
Something that someone will return to buy because it breaks or needs to be renewed.

STEP 4

Market Segments

Market segment is critical to success of a product. Once again we look at it from a perspective of the idea selling to a niche market. If the idea is a solid one it can be sold to multiple markets. However, we apply the 3 Stream Principal within each market segment.

Web Hosting is a great example. Logically, we can see that hosting is the residual income however, we need to capitalize on opportunity.



What about the market segments?

Say we work with the above 3 stream model and we focus on markets specific to a niche we are able to brand and market appropriately.

Monthly Web Hosting



We can then save money on marketing and focus on the right buyer.

Although hard to pinpoint we can assume this based on value of service.

ie. doctors would purchase high end fully secured server space while a pizza maker needs just enough to sell their products.

New Customers

Any alternatives to marketing on price point?

Well lets say we can look at it as a focus based on software. What if the software we are using is specific to a client.

Monthly Web Hosting



The servers only run Wordpress and each client is a Wordpress user.

We can select the right marketing strategy and focus on building our profits through word press alone.

STEP 5

Branding

Branding needs to be unbiased and industry focused when being created.

ARE THE BASIC THERE?

Logo is probably one of the most critical aspects of launching an idea into profits. If you have not gotten a design yet we need to talk!

What happens next?

Well we need to create our image for each type of advertising material we will create. This is the image that we want to sell to the specific potential clients we are advertising to!

Example: mycharitywear.com



Branding needs to be unbiased and industry focused when being created. This is our brand.

ARE THE BASICs THERE?

The logo starts the theme and pushes through the websites and right to the shirts we design and sell.



Home Causes Shop Cooperatives About Us Sign In

OUR COLLECTION



CAN OUR IDEA WORK WITH IT'S BRAND?

If your current brand cannot grow and expand based on marketing material and ad placements it is time to change the focus and redo it to something unbiased, new and exited.

STEP 6

Advertising

Advertising is very different than marketing. It is the act of executing the marketing plan. Probably the most critical portion of any business is the advertising.

Are we there yet?

If no plan has occurred to define the need of the ads then a hard stop is required. This will make or break the idea. We dedicate a full lesson in our IDEAS to PROFITS and will also offer a full in depth walk through lesson session on Facebook, Instagram and Google Adwords in the future.

Research firms

The first part of the plan is to look at what everyone is doing in the industry and ask why and how much!

Advertising Options

Lots of options exist but we like to focus on a few that make sense for most products. This is mainly because getting an Idea up and running needs a push to test the market and then execute in the right direction!

Social Media can be Easy

The reason we focus on a few is because social media becomes hard when we tackle lots of things with not enough resources! ie. Content is king. Do you have 3 hour a day to keep working on content?

Focus?



From left to right these main social media outlets can help a lot to get us going. Basic content needed and lots of pictures!

ACTION

What is the idea?

Explain what you have not done.



Explain what might work that you learned from this book.



What questions do you have?



OUR OFFER

JOIN THE IDEA TO
PROFIT'S LESSON SERIES

FREE

6 LESSON
VIDEO SERIES
REGULAR ~~\$299.00~~

OUR OFFER

WHAT YOU GET?

Each step explained further with in depth understanding.

Examples of what your idea can become as it is tailored for its niche market

A road map that will take your creative mind thinking in the right direction

Break down of key techniques that successful people use that is not taught

**INFORMATION THAT WILL TAKE
YOUR IDEA INTO PROFITS**