



T. Harv Eker's

MILLION DOLLAR IDEAS
TEMPLATE

6 EASY WAYS TO GENERATE A MILLION DOLLAR IDEA

The 6 methods below are the easiest ways to create more million dollar ideas than you can possibly handle. These work anytime, anywhere, and in any economy. When looking to come up with ideas, realize that there are two primary motivators for people:

Gain Pleasure and Avoid Pain

Avoiding pain is the stronger motivator between the two. The key is to solve pain for other people. An entrepreneur is someone who solves problems (pain) for people at a profit.

Let's get started with my 6 methods to help you generate Million Dollar Ideas today.

METHOD 1: LOOK FOR PROBLEMS

This is the easiest way of all to find million dollar ideas very quickly, because there are so many darn problems everywhere! Look for problems, not “opportunities” — opportunities are a result of problems. These can be small problems — irritating inconveniences, little annoyances, simple hassles, things that bug you in the areas/fields you’re involved in. As I like to say, “After problem comes no problem”.

Examples

Problem: Christopher Reeves’ fatal horse accident

Opportunity: Seat belt for horse riders

Problem: Multiple keys for different locks

Opportunity: Master unlocking remote for all locks

Problem: Baggage hassles at the airport

Opportunity: Check baggage from your hotel all the way through to your final destination.

Exercise

Identify problems that you can find a solution (an opportunity) for.

Identify A Problem:

Your Million Dollar Ideas (Opportunity) for the problem:

Identify A Problem:

Your Million Dollar Ideas (Opportunity) for the problem:

Identify A Problem:

Your Million Dollar Ideas (Opportunity) for the problem:

DECLARATION

“I look for problems and make a fortune solving them!”

METHOD 2: IMPROVE ANYTHING

Every single thing (ANY goods or service) can be improved. It's better to improve a product than create one from scratch. Why? Because it's already been proven to work and you don't have to educate anybody about it. You just need to improve it and make it BETTER.

Examples

- Domino's pizza delivery in 30 minutes or it's free
- Uber replacing taxi drivers

Exercise

Name 3 products/services that you can improve and how you can improve them. What can you make bigger, smaller, lighter, more durable, easier to use, more convenient, quieter/louder, more colorful, better service, etc.?

What you can improve:

How can you improve it? Your Million Dollar Ideas:

What you can improve:

How can you improve it? Your Million Dollar Ideas:

What you can improve:

How can you improve it? Your Million Dollar Ideas:

DECLARATION

“I make a fortune by improving anything!”

METHOD 3: CAPITALIZE ON CHANGES, TIMING, AND TRENDS

Every time there's a major shift — in technology, style, social interest, or change in the law — someone gets rich. Make sure you take advantage of that!

Examples

New Change: City law requires businesses with 10+ employees to display a CPR poster

Capitalize: CPR poster/lamination business

New Trend: TV show that has a popular slogan (i.e. “You’re Fired!” The Apprentice)

Capitalize: T-shirt business

New Social Interest: City law requires elevators to have braille symbols on all buttons

Capitalize: Braille elevator plates business

Exercise

Identify A Current *Trend*:

Your Million Dollar Ideas to Capitalize on that trend:

Identify A *Change in the Law*:

Your Million Dollar Ideas to capitalize on that change:

Identify A *Change in Social Interest*:

Your Million Dollar Ideas to capitalize on that change:

DECLARATION

“I get rich by capitalizing on changes, timing, and trends!”

METHOD 4: MODEL A PROVEN WINNER

Find and then model someone who's making a fortune right now. Model existing "concepts" with some improvement. A method I like to use is called "lag time", which is the time it takes for a hot idea to go from one geographic region to another.

How To Find Great Ideas And Opportunities:

- 1) Look in publications like *Entrepreneur Magazine* or *Fast Company, Inc.* (they have listings of all the best franchises)
- 2) Look for proven franchise(s)
- 3) Look for infomercials on TV, radio, or Internet

Examples

- Self-serve frozen yogurt business — Franchise or start your own in untapped locations.
- Orange Theory Fitness — Franchise or start your own, or improve it.

Exercise

Identify a winning concept that you can *model*:

How can you model it? Your Million Dollar Ideas:

Identify a winning concept that you can *improve*:

How can you improve it? Your Million Dollar Ideas:

Identify a winning concept that you can *model in an untapped market*:

How can you use lag time for that winning concept? Your Million Dollar Ideas:

DECLARATION

“I model proven winners!”

METHOD 5: PIGGYBACK / AFFILIATE

It's often faster and easier to affiliate with a company that has a winning model rather than start from scratch. Why reinvent the wheel? They may have exclusive products or a major distribution network in place, rare technology, or expensive production facilities already established. Find the best product in the market then hop on it and ride it for success.

There are four ways to piggyback or affiliate: Become an agent, distributor, Joint Venture partner, or licensee / franchisee. And if you can be good at marketing, you can get rich... fast! Find a dynamite product that's under-marketed and market it.

Examples

- License/Franchise a proven product (i.e. a course) in a different language.
- Is there a product you love that is not readily available in your own country? Find way a way to market it!

Exercise

Identify a product to become an *agent* for:

Your Million Dollar Ideas:

Identify a product to become a *distributor* for:

Your Million Dollar Ideas:

Identify a product to become a *Joint Venture partner* for:

Your Million Dollar Ideas:

Identify a product to *license/franchise*:

Your Million Dollar Ideas:

DECLARATION

*“I piggyback or affiliate with companies that
already have a hot product or service!”*

METHOD 6: CHANGE THE NICHE

To get rich, simply change the niche of an already existing product or service. You can change a niche in two ways. First, by changing the target market (cater a product to a specific group of people). Second, by changing the product niche (be the “only” or add “-est” at the end.)

Examples

- Toys “R” Us for babies
- “The world’s largest gumball machine”
- The Container Store sells containers only

Exercise

Identify changing a *target market*:

Your Million Dollar Ideas:

Identify changing a *product niche*:

Your Million Dollar Ideas:

Apply “*only*” to change a product niche:

Your Million Dollar Ideas:

Apply “-est” to change your product niche:

Your Million Dollar Ideas:

DECLARATION

“I get rich by changing the niche!”

A PERSONAL MESSAGE

FROM T. HARV EKER

Is this template HOT or what?! It's something I wish I had when I was first getting started.

Most people don't realize this but coming up with hot, new business ideas is an actual skill, a learnable skill, a rare and lucrative skill you can use for the rest of your life in any field you love.

You'll be surprised how many great ideas you'll now start to generate on a regular basis. Everything you look at, any problem you face and any products that you buy and have issues with, will get you thinking about your next million dollar idea.

So what's next?

I've created a free web class for you that goes hand-in-hand with this template. It's called [Zero To MultiMillionaire: "The Ultimate Business Success Formula."](#)

This class is going to cover the 6 principles that took me from broke to rich... in ONLY 2.5 years. And it's one of my favorite classes because the information in it is simple and effective and you'll be able to start using it in your life immediately.

If you don't know my background, I'm the #1 *New York Times* best-selling author of the book, *Secrets Of The Millionaire Mind*, and at one point I started and ran the world's largest success training company in America. I've dedicated my life to helping people like you reach the highest levels of success and achieve financial freedom.

What's important about that story and my success is my ability to look back over my career and see what worked and what didn't.

And over time I've condensed all my learnings and experiences into 6 specific principles that make the difference between getting rich and staying middle class or broke and on my web class, I want to share them with you so they can help you in your life.

If you enjoyed this template, you're going to *love* this class.

To register, click the link or button below and reserve your seat for this [free online training](#). You have a few options to choose from based on where you live and the time that works best for your schedule.

For Your Freedom,

T. Harv Eker



[CONFIRM YOUR SPOT](#)