

DAY 7: Become a Detective

As you move forward with an idea, take a look at what other people are doing. Then, do it better—or at least differently.

These days, so much information is public! I don't just mean in terms of the NSA or other parts of the government spying on you, I mean in terms of how people make money in all kinds of ways.

I'm still surprised by all the emails I get from listeners—not you, of course!—who ask questions like:

- How can I figure out what so-and-so did? [did you listen?]
- Where can I see their website? [on the show notes page that's included for each episode?]
- Aren't these people worried about giving away their secrets? [not really—a lot of them have received a lot of business from the show. and if they are worried, we don't feature them.]

We've talked about the power of observation in terms of spotting ideas. Today is all about applying that skill in another way—by looking at successful projects and understanding their processes.

Step 1 - Reconnaissance Mission

What are other people doing, and how can you do it better or different? Your reconnaissance mission doesn't need to be complicated. You just want to learn two things:

1. Who else is offering the same thing or something similar?

Answer: _____

2. How your idea will be better or different?

Answer: _____

Step 2: Validate an idea with \$10 and a Facebook account.

If you have a big idea and want to get some real-world feedback (not just from your friends) before going further, you can set up an advertisement and see how people respond. No need to rent a billboard—with Facebook you can get it going in less than an hour and as little as \$10. *(See Appendix 2 for more details)*

Call to Action: Survey the landscape—identify at least one side hustle you’re interested in, and see what you can discover.

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