

Finding Inpsiration

That DIGITAL
RUSH

Entrepreneurs & Small Business Owners Can Use These
Tricks to Find Inpsiration EVERYWHERE



Inspiration is Everywhere

Being an entrepreneur or small business owner is extremely rewarding. It's also hard work! One thing that can hold us back is coming up with ideas for promoting our products and services and even ideas for improving and/or creating new products and services. When you're busy and running in all directions, coming up with new ways to promote your business can be the LAST thing you're thinking about. Even if it should actually be the FIRST thing you should be thinking about. Don't worry, there's help!

There is inspiration EVERYWHERE! It's easy and quick to grab and document, so let's get started!

The background features abstract watercolor splashes in shades of light blue, teal, and pale green. A hand-drawn line, resembling a stylized hand or a simple graphic element, is visible at the bottom center of the page.

Marketing & Advertising Inspiration

Don't Delete Annoying Marketing Messages (Yet)

Most people roll their eyes and quickly delete any push notifications, emails, and pop-ups without giving them a second glance. I'm here to say ... definitely give them a second glance! Watch for ...

“Spammy” marketing emails.

Spammers work day-in and day-out trying to capture the attention of busy people. They know what's working. Don't spam people, but do pay attention to spammer tactics.

Mobile push notifications.

I scan all of them for ideas before pressing the “clear” button. From Door Dash to BuzzFeed to Mindfulness apps. I pay attention to each one! How did they grab my attention? What words did they use?

Don't Delete Annoying Marketing Messages, Continued

Pop-ups on websites.

Not only do I read the pop-up and look at the call-to-action, but I even check the fine print to see if I can figure out which 3rd party service they're using to serve the pop-up.

Ads on Facebook.

I'm constantly watching the videos, reading the text and seeing what others are doing. You'll start to notice patterns and trends. Try them out yourself!

YouTube ads and Hulu ads

I love seeing how they get viewers to interact with a platform that's historically been for consumption only. Which of those ideas can you use?

Observe Story Tellers

Some people are natural story tellers.

The rest of us must perfect our story telling techniques overtime to make sure we're delivering our message in way that's entertaining and memorable.

Who do you LOVE listening to?

Don't just follow their story – watch HOW they tell it. How do they lead you along? How do they pique your interest? How do they throw in twists and turns? How do they keep you around wanting to hear more? Start with Podcasts, Live Videos, Talk Shows, Radio Shows ... and observe, observe, observe.

Step Outside Your Industry

This idea isn't a popular one. But I promise it works.

If you only look at competitors or other people in your industry, then you're missing ideas that are out-of-the box and fresh for your audience.

Plus, your competitors might be doing it wrong! You can't rely on watching them for guidance and ideas.

If you want to sound different and come from a different perspective, then you also need to watch how OTHER people are networking, telling their story, connecting with their audiences in other industries as well.

Stop Focusing on Work

You've probably heard this one before "Start thinking about something else and the ideas will eventually come to you."

It works! Seek inspiration in other areas of your life.

- Go to an art gallery.
- Go for a walk.
- Learn how to rock climb.
- Learn how to play guitar.

Start focusing on something totally different. You'll be surprised how giving your mind a rest from work will suddenly start sparking ideas!



Product & Service Inspiration

Mistakes

When you look back on your past mistakes, what comes to mind? Shame? Regret? Embarrassment? Do you try to block those out?

When you look at others' mistakes, what comes to mind? Do you think about what they could do differently next time? What you'd recommend to them if they asked you?

Take the second approach above, but for yourself. What if just ONE mistake you made could lead you to the idea of a lifetime?? Instead of avoiding your mistakes, take a moment to really examine them. What could you do differently? How could you help others avoid making the same mistake?

Feedback

Keep asking for feedback! Feedback about your businesses, products, and services. Feedback about the business, products, and services of others.

How to use Feedback

Most importantly, you'll find ways to improve your own products and services.

You'll also want to pay attention to the words they use and the emotions they portray when providing feedback. Did they describe their most perfect product or service? Use those same words when describing your products and services. Did they portray a certain emotion when talking about a great product/service? Make sure your promotions convey the same feeling!

Free Journaling

I felt silly the first time I tried this. Until I saw the results!

How to Free Journal

Sit down with a piece of paper or laptop. Make sure you won't be interrupted.

Close your eyes and try to clear your mind (I know, that sounds impossible).

Next, open your eyes, and just start writing/typing **WHATEVER** comes to your mind. Don't feel bad if the first thing is "Pick up more milk" – that's ok, write it down so you can let it go and make room for more thoughts.

What you write doesn't have to be in paragraph form or even full sentences. Just write down whatever comes to you!



**Save Your
Ideas!**



Document Any and All Ideas ASAP

Even if the idea seems stupid and you're not sure you'd even use it. Write it down before you forget it.

I go back and re-read my ideas periodically. They usually end up sparking completely different (and better) ideas that I can run with later.

- Keep a notebook in your purse
- Use a notes app on your phone
- Take photos and screenshots on your phone
- Make an “ideas” folder in your email

THANKS!



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