

# How to Generate Killer Ideas

## By Jason Hanson

Ideas are the lifeblood of any business. If you're not constantly coming up with new ideas then your business will be dead in a few years. The fact is, almost no business looks like it did two years ago. When I look at one of my businesses (my survival business) it started out as a live training business. I was mostly doing live trainings such as seminars, boot camps and consulting. I was doing very little e-commerce. The profits from my company were probably 80% from live events and 20% from online sales.

But, guess what? Today, that number has flipped. I make about 80% of my money from e-commerce and about 20% from live events. Now, the reason for this is because I choose not to travel and be on the road so often, but it still shows how the business has changed over the years. Plus, who knows what it will look like two years from now?

To make sure that I'm always innovating and creating new products and services, I try and be an idea machine. On my yellow legal pad that sits on my desk, every day, I write "product ideas" so that I force myself to spend at least 30 minutes a day brainstorming. I highly recommend you put this on your daily "to do" list also, because if you don't, then the day will fly by and you'll never spend time innovating.

So, how exactly do I generate new ideas? Well, first, I love sending surveys to my email list. I'll send a short survey of about four to five questions and one of the questions will be something like, "what's the #1 thing that I can help you with right now?" or "what's the #1 product that you'd like to see my company develop?" I go through all of the answers and these surveys have given me some great product ideas over the years.

Another thing I like to do is to use a site called Ubersuggest. Here's the link: <https://neilpatel.com/ubersuggest/>. Just type in a keyword and it shows you all types of variations of what people are searching for regarding that keyword. For example, in my survival niche I know that people love bug out bags and I have successfully sold many bug out bag related products. If I am trying to come up with a new product I can type in "bug out bag" on the site and see what comes up. (A few of the terms that pop up are Armageddon Survival Kit, AK-47 Bug Out Bag, and Best 9mm for Bug Out bag.) Now that I've typed that out, I've just given myself an idea for a product called "Bug Out Bag Guns" – you better not steal it.

There's another website called Answer the Public. Here's the link to it: <https://answerthepublic.com/>. At the bottom of the page is a search box where you can type in any keyword. If I type in the word "bug out bag" on this site, it gives me several questions that people are asking about bug out bags. For instance, at this moment, it says there are 41 questions and they include, "where to store bug out bag," "what size

bug out bag,” and “how much cash bug out bag.” This is definitely one of my favorite sites because it tells you exactly what people are looking for so you can give it to them.

Also, don't forget to check out Amazon and search for all of the books in your specific niche. Oftentimes, book titles and combining book titles will give you great ideas.

There's the well-known story of the fast food restaurant executive who was going through the bank drive-thru one day. He thought to himself that if people could drive through at a bank, why couldn't they drive through at a fast food restaurant? I love to combine ideas because it helps you create products that have never been done before, which is what you ultimately want.

I hope you re-read this article and make it a daily habit of coming up with new ideas. Just force yourself to write 10 ideas a day and don't filter yourself. They might be wild and crazy, but one of them could be perfect and could lead to your next million-dollar product.