

# Your Next Big Thing

Creating Successful Business Ideas from Scratch

by **Matthew Mockridge**



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## THE SUMMARY IN BRIEF

You may think that you lack creativity, are unable to learn, or are incapable of getting good ideas. Many people think that way about themselves, so don't worry. It is possible to work through the complexities of successful creativity. Doing so will help you find your ideas and develop presently undiscovered abilities along the way.

In *Your Next Big Thing: Creating Successful Business Ideas from Scratch*, author Matthew Mockridge offers tools and proven methods that will allow you to produce groundbreaking ideas and summon unexpected accomplishments – ones that may change your life forever.

## IN THIS SUMMARY, YOU WILL LEARN:

- What features must be present for an idea to be a “next big thing.”
- How to think about creativity in a way that leads to scalable business ideas.
- Practical idea-generating tools that you can implement immediately.
- How to evaluate your ideas to see if you should pursue them or not.
- Practices that should be incorporated into your daily life to increase your ability to realize your big idea.

### Attributes Of A “Next Big Thing”

Before you can understand how to develop your “next big thing,” you must first understand what attributes make something a truly “next big thing.” These attributes or values will be used as a guide or checklist when considering different proposals. A real “next big thing” includes all or some of the following features:

**Meaning and Value:** It costs time, money, and attention. It becomes an integral part of the founder’s life and is closely connected to a team, environment, customers, and partners.

**Fairness:** It must consider the principles of morality and ethics. Is it legal, fair, and honest?

**Problem-Solving:** Big problems set the stage for big ideas. Your next big problem will open up a market that has big potential.

**Scalability:** Can the idea scale, grow, and function, even without the founder standing next to it?

**Optimized Risk:** It generates profits inversely proportional to the risk. It does not financially paralyze you and clearly tells you when to collect your chips and leave the table.

### Thoughts On Creativity

The following thoughts about creativity are actionable and fool-proof.

Where are your ideas coming from? You don’t come up with ideas. Ideas come to you. Ideas come from the sum of everything you are exposed to—they are the product of your environment. Go for a walk, talk to new people, read books that challenge you, and visit new places, and you won’t be able to save yourself from good ideas.

Being creative means discovering and improving—not just inventing! Creativity does not automatically mean inventing something new; it often simply means discovering something and then making proper use of it. Find existing opportunities, rearrange them, and improve them!

Can you learn or inherit creativity? Not everyone is born creative, but every person you encounter, every setting or situation you experience, can set in motion creative thinking. Expose yourself to unfamiliar situations—crazier, newer, sharper, and more drastic experiences result in more innovative ideas.

Must you always be an expert? Creativity does not result

from an expert performing a miracle, but from a design “ecosystem” based on the right team and on a mix of perspectives, new and old. Not knowing something is impossible makes it once again possible!

The flash of genius—does it actually exist? Suddenly, out of nowhere, a winning idea! Apparently a million-dollar moment, but what is missing? The efforts that preceded the insight. The subconscious part of our mind incubates ideas. Sooner or later, the moment comes when the idea is mature. Many people interpret this moment as a “flash of genius.” The actual idea, however, arrived via subconscious processing.

### Idea-Finding Tools

These razor-sharp practical tools and theories immediately produce ideas.

1. **\$100 Per Day:** Make it your goal to generate five ideas that could raise \$100 today. Then think, how can you make your basic ideas bigger?
2. **Go. Stop. Breathe. Go!:** Be aware that you have finite energy that you must leverage to the best of your ability. Step away from the task, gain insights, and come back to it later. Devote some time to reflection on a regular basis.
3. **Brainstorming, Mind Mapping, Etc.:** These tools force you to activate your right brain, the part responsible for creativity and imagination, so that you can visualize your thoughts in an unlimited way.
4. **Divergent vs. Convergent Thinking:** Before you start thinking about your next idea, clarify what kind of thought path you want to use to get to your goal. In a divergent thinking process, a person or team produces as many different results as possible for later evaluation. With convergent thinking, the desired result is predefined and the aim of the team is to move in the direction of the goal.
5. **Five Perspectives:** All strategically relevant perspectives need to be considered. Obtain five contradicting perspectives to arrive at important insights about your idea.
6. **Sleep Well!:** During sleep, subconscious mechanisms take place that we do not perceive. These can be incredibly valuable if you know how to leverage them. Give yourself ample sleep and during the day, try to remember what your subconscious worked on or processed during the previous night.
7. **Write it Down:** Make sure you always have a medium at hand so that you can immediately capture your situational

genius. When an idea shoots into your head, write it down before it disappears as quickly as it came.

8. **Fifty Ideas:** Quickly come up with fifty basic ideas. Don't focus on quality as the potential combinations can be gigantic.

9. **Matthew's Creativity Cocktail Technique:** The role of this technique is to unlock creative bandwidth and reveal an idea's untapped potential. Take basic ideas and shake them up, check them from all angles, pull, stir, push, and change them until something very special emerges.

10. **Expose Yourself to New Things:** When you break away from the norm and old processes, the fresh wind and slight insecurity will keep you on your toes. You'll find stimuli and inspiration in the places outside the situations you already know.

### Idea Evaluation Tools

When you get an idea, should you pursue, adjust, or throw it out? These tools allow you to effectively and efficiently make that decision.

1. **Critics:** The person who least likes your service, product, or idea is the most important person you need to consult with in order to move forward. The critic will tell you what didn't work, what was bad, or what was good but could work better.

2. **Potential Customers:** Marketing, idea development, and strategies are always more effective when you start with the customer. Put yourself in the shoes of the customer, find out what they need, and give it to them.

3. **Systems vs. Humans:** Good ideas are replicable, systematic, transferable, and scalable. Create ideas based on systems, not people. Make yourself replaceable, systematize all processes, and transfer the risk and implementation to as many different bodies as possible.

4. **Solve Problems, Don't Treat Symptoms:** It's always easier to grow out of a niche than to develop a new one. Talk to your customers and solve their problems. They will often give you your next big idea.

5. **The Competition:** You must be able to objectively understand whether your idea has elements that are implemented better or worse than the competition. This understanding will sharpen your strategy and determine your plan.

6. **Journey Five Years Into the Future:** Follow the timeline of your idea far ahead into the future. Take a close

look at everything, come back to the present, and set your course to get there.

7. **Start at 100:** If you produce a lot of really bad ideas, you will also —statistically speaking—generate many good ones. Your first 5, 10, 100 ideas are easy routes and unexciting. At idea 100, the easy paths are no longer open and you are forced to fight against short-sightedness, lack of experience, and insecurity. In these remote corners of your mind, the great treasures lie buried.

8. **Your Creative Friend:** Creative types look deeper, see more, and think differently than others. Show them your idea and then just listen. Your idea can go deeper, and your creative friend can show you how.

9. **Auditioning for Ideas:** Your idea must make the cut three times to get the part. Take them rigorously through three rounds of scrutiny. The one that makes it to the end is your next big thing.

10. **What Would it Cost You to Quit?:** Evaluate your idea in terms of the potential cost of your exit. Do not move forward if the costs of your exit are too high or if you could invest your budget more efficiently on another idea.

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### Success Thoughts

The following processes need to be in practice in order for you to remain productive, effective, and on course for the long-term realization of your next killer idea.

1. **Flow and Meditation:** You have flow when you don't think about what you're doing; when it just happens. It's much more subconscious than conscious. Meditation can help you get to your subconscious and experience flow in any situation. Regular morning meditation sends you into the day strengthened and ready.

2. **Journal of Joy:** Get a notebook and write down what you are thankful for, proud of, and who you helped each and every day. This inner dialogue and personal retrospection is the basis for real happiness and your best life.

3. **Fitness:** Fitness is one of the best productivity tools available. Physical training releases endorphins, dopamine, and serotonin. This makes you strong, healthy, productive, and well-balanced.

4. **Nutrition:** Your body reacts immediately to what you provide it. Learn what you need to feed your body every day in order to feel well. Eat clean, get smart, and feel

great. It all begins with your nutrition.

5. **The Winner's Routine:** There is routine at the heart of your best day. Certain things have to happen for you to feel really good. Determine what those things are and reproduce a winning routine every day. Plan exactly what needs to happen in order to make yourself happy and fulfilled and then let your system make it happen.

6. **The Willpower Muscle:** You can train your brain like a muscle and make it really fit and strong. The part of your brain that is responsible for willpower is the prefrontal cortex. It can be trained by doing again and again the things you want to anchor in your life, and that you will need in order to grow and be fulfilled.

7. **You Get All the Things You Focus On:** If you ask yourself why something is not working, it's not going to work. Focus on growth, opportunities, big goals, and impressive developments, and that's exactly what will happen.

8. **Smile:** In the body, a simple smile produces endorphins and "feel good" neurotransmitters. A smile smooths any social situation helping you and the other person feel security, serenity, joy, and happiness. Give everyone you meet a smile and you can't imagine how good you'll feel and how much positivity you'll get back.

9. **Shock Yourself:** Create situations that turn your status quo completely on its head and give yourself a breath of fresh air. The next time your thoughts aren't really sharp and you feel burned out, shock yourself with something you wouldn't otherwise do. Go out, jump, scream, dance, and tell your body you're flipping a switch. Everything old is suddenly washed away by the adrenaline rush and now you're ready.

10. **Go Where Your Fear is the Greatest:** You have to do exactly those things that make you really nervous, because that's when your feeling of success and your sense of victory over your own limitations will be at their highest.

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### A Leader T-O-D-A-Y

The secret sauce of every idea and every company is leadership. Here are five building blocks for the world-class leader in you.

**Total Devotion:** Don't do what is easy, do what is right. Push hard, even when no one is watching.

**Open Emotion:** It's not weak to show emotion; it shows character and real courage.

**Difference:** Make a small difference by being nice, positive, and over delivering.

**All-Star Teamwork:** Make real human connections with your team. Deal openly, honestly, and supportively.

**Your Decision:** Make a decision to do things today that you will thank yourself for tomorrow. It's the things you don't do and the opportunities you don't use that will tear you apart.

Carefully chosen and arranged, the individual practices and systems presented here are indispensable tools for constructing your most creative work—and your best life. By examining the structure of success, back to its logical source, you can construct "your next big thing."



Matthew Mockridge studied international business and management in Miami, FL, USA but returned to his home country Germany, to start and later sell what has been called "the Facebook of live entertainment." He now gives catchy keynotes about the whole thing (mostly wearing a cap and sneakers), for the likes of PHILIPS, RE/MAX, Lufthansa, MERCK and SHELL.

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