

Business Idea Zone



Sometimes all you need to open the door is just one more good idea.

The challenges were (are) many for the business owner this past year, but the New Year is just around the corner. Embrace it! Wipe off the sweat of this holiday season and refresh your creative minds. Try something new and Have FUN! Happy people attract business. ***Here is a simple and fun way to start your year with fresh ideas thanks to Kizer and Bender.***



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Schedule a brainstorming session with your store associates to gather event ideas. This will be fun! In a brainstorming session there are no bad ideas. **No one gets to say, “We can’t do that.”, “That won’t work.”**, or our personal favorite, “That’s a really stupid idea.” In a brainstorming session there are no stupid ideas – that so-called dumb idea just might be your next big claim to fame when a staffer puts a new spin on the idea, or combines it with another idea. If you don’t stop the negativity at the very beginning of your brainstorming session, some of your team will clam up, and their potentially great ideas will be lost. If you anticipate that this might happen to you, then give every person around the table a squirt gun. Whenever Negative Nelly rears her ugly head, everyone at the table gets to take aim. She’ll catch on to brainstorming pretty fast. You may also want to give everyone a bunch of flowers as well. Then whenever someone shares a great idea, everyone can throw him or her a flower.

The Merriest of Holidays to you,
Maria

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