

FROM THE PUBLISHERS OF SUCCESS MAGAZINE

ESSENTIAL OILS

PIONEER. VISIONARY.
PHILANTHROPIST. LEGEND.

THE
REMARKABLE
LIFE OF
D. GARY YOUNG

GARY

A FARM FOREVER YOUNG / HARVEST *your* BIG IDEA / SAVORY SOUPS
ESSENTIAL OILS *for* EVERY ROOM / MIND & BODY

ESSENTIAL OILS

HARVEST ISSUE



5 STEPS

for
harvesting your
BIG idea

GIVE YOUR 'HMMMM' MOMENT THE
ROOTS TO SUCCEED.

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HIS MAY COME AS A SHOCK, but big ideas usually start off as little ones—those 'hmmm' moments when you wonder if there's a better way to do something. They begin as a little seed in your mind with the potential to sprout into something much bigger. But if you don't nurture them, you'll never be able to harvest that big idea. Use these five steps to help turn inspiration into action.

BY DAVID C. JUSTIN



*Challenge
yourself to
always make
it **better**, make
it **smarter**
and make it
matter.*

1

BRAINSTORM TO FIND THE GEMS

When you're first cultivating your big idea, go wild. Generate as many ideas and unusual options as possible. The more, the better. It doesn't matter how far outside the box you go because it's always easier to tone it down than jazz it up. Look for unexpected ways to combine or mash-up different thoughts. Once you have all the possibilities out there, seek patterns between random ideas.

2

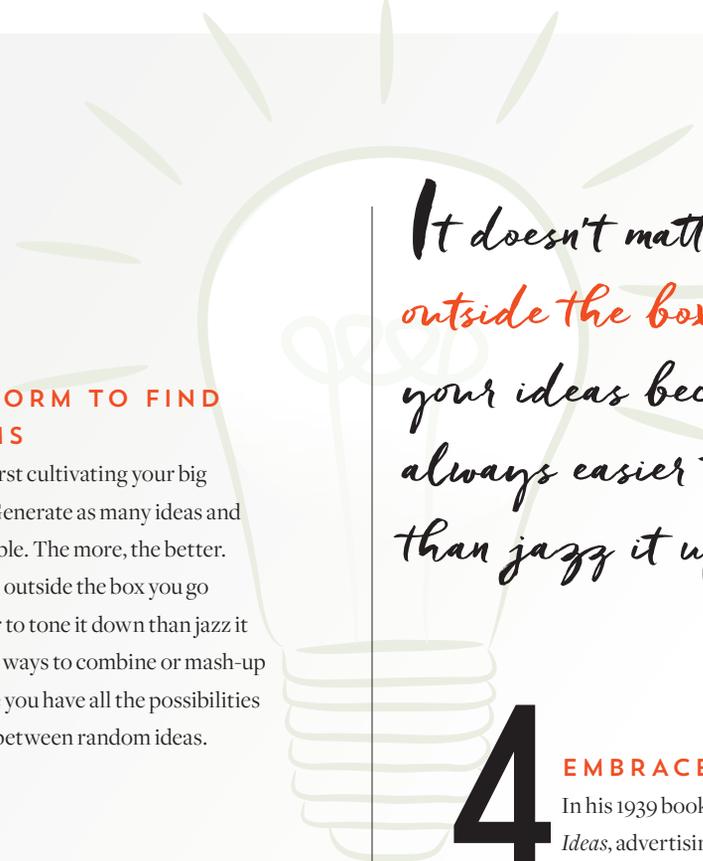
STOP THINKING AND START DOING

A common problem with bringing your big idea to fruition is overthinking. Waiting for perfection is like waiting for tomorrow. It never comes. Get it to a place where you know you can move forward then do so. As for competition—embrace it. Don't let self-doubt hold you back. You don't have to invent something brand new. Remember, Gary Young didn't create essential oils—he just turned them into a life-changing global movement.

3

GET ORGANIZED

There are steps you need to follow while growing your big idea from thought to fruition. Remember Murphy's Law: anything that can go wrong, will go wrong. That doesn't mean your idea is doomed from the start, but things rarely go exactly as planned. Create clear processes to help you move from the first step to the last but be prepared to pivot if necessary. Don't lose heart over minor setbacks.



It doesn't matter how far outside the box you go with your ideas because it's always easier to tone it down than jazz it up.

4

EMBRACE CRITICISM

In his 1939 book, *A Technique for Producing Ideas*, advertising legend James Webb Young wrote, "Do not make the mistake of holding your idea close to your chest. Submit to the criticism of the judicious." Present your big idea to the people that will be using it. Let them touch it, work with it and—if they can—let them break it. Then ask for their honest opinions. You'll learn a lot by listening to their reviews and critiques. And don't just listen to respond. Listen to understand.

5

MAKE IT BETTER

If you don't act on the feedback you get on your big idea, it'll never reach its full potential. Set aside your ego and take the feedback for what it is: a chance to improve. Use it to your full advantage and don't get complacent. Challenge yourself to always make it better, make it smarter and make it matter.

The journey from initial concept to full launch can be a long and difficult path, but if you follow these steps, you'll establish the roots that will give your 'hmmm' moment the best chance to blossom and grow into the next big idea. ■