SCINTILLA

THE ULTIMATE GUIDE TO GENERATING

BUSINESS IDEAS, PRODUCTS, AND SERVICES

Extras

ROBERT GAINES

Ikigai: A *Scintilla* supplement

If you use the following suggestions and launch your idea, contact us for the chance to be featured on the podcast or future editions of *Scintilla*.

An idea that may not be perfect for you could be developed by someone else. If however, you start to get too many ideas coming in and if you are developing these ideas for yourself then you may need Ikigai, Japanese for 'a reason for being'. We'll use Ikigai as a lens to peer through when in pursuit of the ideal idea. Ikigai represents the intersection of four fundamental elements in one's life:

1. Passion (What you love): This is what you enjoy doing and what brings you happiness.
2. Vocation (What the world needs): It refers to what the world needs or what you can contribute to society.
3. Profession (What you are good at): This involves identifying your skills and what you excel at in your professional life.
4. Mission (What you can be paid for): This is about finding activities that can provide you with a livelihood.

Ikigai promotes the concept that true fulfillment and purpose in life come when all these elements align. When you find the sweet spot where your passion, vocation, profession, and mission intersect, you are said to have found your ikigai. Focus your learning and research in the direction of your ikigai and you will start coming up with ideas that fall into that framework.

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Links:

www.freetimemastermind.com/Scintilla You may already own *Scintilla,* but remember, it is the perfect gift for the fellow entrepreneurs in your life.

www.freetimemastermind.com Our membership support system for entrepreneurs. We are not taking new members at this time but join the waiting list to learn about the next open enrollment.

https://tinyurl.com/5n89z2c3 Jeff Walker's excellent book "Launch". A great buy for every entrepreneur.

https://www.youtube.com/channel/UCnTEdgAwIKUhre7rFo1g-2Q Our public YouTube channel.

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How do you come up with a business idea from scratch? Scintilla answers that question. Are you a business owners looking to add exciting products to your lineup, let Scintilla help. Want to break away from a dull job and start your own venture, read Scintilla. Whether you want a storefront or travel the world as a digital nomad, you need a good idea to get started. If you are already employed at an innovative company, you'll learn to become an indispensable intrapreneur with Scintilla.

Even if you don't consider yourself creative, the practical steps presented here will lead you to discoveries. There are also great data-driven tips for you to extract ideas that are already publicly available. You'll learn new ways to uncover ideas just by understanding how to analyze what is already on the market. You can also use Scintilla to master creating the perfect environment to generate breakthroughs.

Scintilla is more than a book, it is a community, join us and make something great!

About The Author

Robert Gaines is a US Army veteran and entrepreneur with a degree in Business Management from the University of Louisville. Robert is the host of the Free Time Mastermind podcast, featuring interview-style content for entrepreneurs. He is also the curator of the Free Time Mastermind Group, where business professionals assist one another in their pursuit of success. Visit www.freetimemastermind.com for information on bookings, bonus material, interviews, and more.