



## Business Out Of Thin Air-Using The Basics Of Idea Extraction 7 Rules

Taking action is the fundamental element of predicting success.

Forecasting and modelling different scenarios without understanding the demand and customer needs is a complete waste of time unless you get informed of your target market.

SITL Belmont & Associates has generously shared these quick scripts for you to use, you will never have to come up with a business idea on your own again. You'll be able to create and predict the success of your business before you even start building your product. Many investors and entrepreneurs are unbelievable at modelling and marketing, but do not know how to open a conversation.

Without an open you **CANNOT CLOSE ANY BUSINESS. SIMPLE.**

### How to open stage 1 – Build a prospect customer list of 100 emails in your chosen industry and send this email.

"EMAIL SUBJECT TITLE: I need to ask you 1 Strange Question!!?"

Hi (NAME)

My name is (YOUR NAME) and I noticed that you are **involved in/like to buy** ( Chosen Industry) I am currently doing research on making ( Chosen Industry) **more fun, productive and profitable/ offer better value for money**

**The 1 question that I wanted to ask you was:**

As a (Job Title/ customer) what is the biggest problems you face **on a day to day basis/ with this industry?**

This is not spam and I am not going to try and sell you anything, I am gathering information about the pain points you experience in your profession/ problems people think about this industry.

I would love to hear back from you, even if it is only one sentence!

Kind Regards

(Your Name)

(Your Mobile Number)"

---

## The Basics Of Idea Extraction 7 Rules

1. **Only Sell What The Market Wants**
2. **Find The Best In Your Market And Model Them**
3. **Learn How To Sell**
4. **Know Your Numbers**
5. **Get Out Of Your Own Way**
6. **Give First, Take Later**
7. **NEVER Stop Investing In Yourself**

Let me tell you this, NOTHING in your business life will ever be as valuable as your knowledge. Your business might fail, the market might slip into decline, a star employee may quit, or your entire business may burn to the ground but no matter what happens nobody can take away your knowledge.

## The Sky Is The Limit

**S.I.T.L Belmont**

---