



Today was a big idea day for me. Had one of those lately? It started out disguised as another ordinary day ... going over some numbers, accounting, balancing, you know. Around lunch it shifted to reading some computer software (not exactly my strong suite), but suddenly...BANG! A big idea shows up! I mean an “out of the box so big it’s scary” kind of an idea. We got excited. Ideas can have that kind of affect on you. Especially big ones.

When was your last big idea? Did you act on it? Did you even recognize it as a big idea, or just pass it off as a daydream? Most of the big successes you and I read and hear about and contribute to in today’s marketplace started out as someone’s big idea. And they acted on it! Not a passing thought that sat quietly by and raised its hand to be noticed as an idea ... I’m talking about an idea that cleared the room and flipped over tables and chairs! An idea so big that you could think of nothing but this BIG IDEA!

COOL. I’m writing this to you, to remind me to ACT! And to encourage you to do the same. To move on your next big thing. Today ended with an idea that could be like that song that debuts at No.1 on the charts. Or a book that ships as a best-seller. B-I-G Big! A big idea that doesn’t just make you smile, it makes you laugh out loud!

I’m sworn to secrecy in the here and now, but I’m trusting that you’ll hear about it one day. And I’m challenging you to act on yours, so that I’ll hear about it one day. Think. And then act. Give it a shot. Go for it. Why not? The new year is here, why not meet it with some new ideas? They may seem small at first, but get you excited about asking the “what if” question.

Not just resolutions (that are soon forgotten and seldom acted upon), but a solid goal

or direction or idea that you’ll commit to and begin to pursue. Get going and watch the law of inertia get on your side and propel you in the direction of completing, competing or winning in whatever you’ve chosen.

Commitment is stronger than motivation, and new ideas require more than just an occasional nod of “yeah, that’s a good idea.” History confirms that all great ideas were pursued by individuals with an unshakeable commitment. From Tom Edison to Orville and Wilbur Wright to Henry Ford to Walt Disney to Bill Gates and on and on.

Most great ideas we see from the view of completed or failed, more of the finished product variety. That we can easily say, “Oh sure, why didn’t I think of that one?” Or, “Man, I can’t believe he thought that would work.” At the finish line it’s easy to make the call on winners and losers. But the real courage is in the beginning. In the believing and questioning. In the commitment to pursue an idea.

**“In the beginning of new information and new ideas, capture now, decide later. The beginning is too soon to decide whether or not your new idea is just a daydream or a whopper of a great idea.”**

How can you make the world a better place? Have an impact on your kids? Write

a book? Grow a new business or provide a solution or bring value to the marketplace? How can you do your job better or dramatically improve the way you sell your products and services?

With what kind of “big idea” thinkers do you associate? Or are you just hanging around the whiners and complainers? What’s the last book you read that inspired you? (Or don’t you read for inspiration?)

Once a great idea appears, it’s time to take action. All great ideas that we now know about have one thing in common: someone acted on them. In the beginning of new information and new ideas, capture now, decide later. The beginning is too soon to decide whether or not your new idea is just a daydream or a whopper of a great idea. Capture it on paper. Give it some thought. Nurture it. Water it. Give it a chance to grow. Take some action in the direction of your idea and see where it can lead.

One caveat though, don’t look for confirmation from those around you on your new big idea. Sometimes it’s tough for even successful people to see your vision as clearly as you, especially in the beginning when it’s fresh. In the beginning of some radical new “thing” the crowd is seldom right. It takes visionary individuals committed to making their ideas work. Never stop asking “What if?”

Want a list that will help you get started? It’s my list, but it might just help you in making your list go to [www.autosuccess.biz](http://www.autosuccess.biz). and click on the box that says: Michael York’s BIG Idea List.

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