



Phase 2: Generating a Profitable Idea Innovation

Why is innovation important?

If you innovate, i.e. if you're the first to do something a certain way, then you won't be in competition with others (given your marketing is in good shape).

- Create a totally new and super effective way of teaching
- Create a totally new and immersive concert experience

But how?

One of the best ways to innovate is to look at unrelated industries and borrow ideas from them.

Here are three markets you could borrow ideas from:

Personal Training
Public Lectures
Books unrelated to music

Personal Training



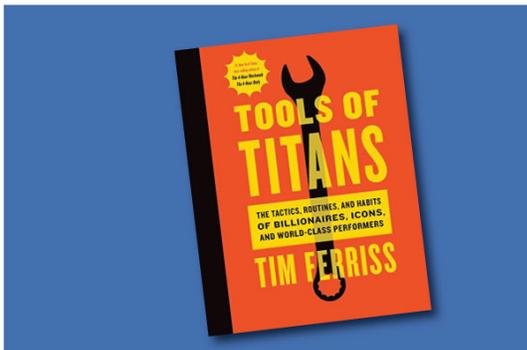
Teaching: This would drastically change the relationship of the teacher and student, plus potentially increase the frequency of the student's lessons - personal trainers tend to work with their clients more than once per week.

Public Lectures



These days, public speakers are amongst the highest paid performers out there. They do tours and manage to draw in thousands of people for each show. Typically they do this by having a huge online following, which becomes a "word-of-mouth" craze. They interact with the audience and are very engaging.

Books unrelated to music



Model Tim Ferris's 'Tools of Titans'. In that book, Tim interviews many of today's forward thinking leaders and entrepreneurs, giving you insights into their habits, methods, viewpoints etc. Imagine a similar book where the best players from around the world were asked questions in order to reveal any habits or methods that helped them all produce amazing results.



Task 1

How could you be innovative with your products/services?

What industry or industries could you borrow from that might give you a clear idea of how to innovate?



Task 2

Listen to this podcast on strategic innovation by Tony Robbins.

Take notes as you listen and share your notes.

Strategic Innovation Podcast by Tony Robbins: [Click Here](#)