

HOW PLASTIC FOOD IN JAPAN Could Affect Your Financial Future And Ideas (TRUE STORY)

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Hmmmmmm YUMMY! Actually - it doesn't look too bad does it?

What The Hell Am I Talking About Here Anyways? Great question!

Once Upon a time there was this Japanese guy and he invented plastic food back in 1932, which was born out of a necessity at that time.

And you know what they say right? *'Necessity is the mother of invention.'*

Here's the thing which fascinated me; he was broke, he had no electricity and he had no money to pay his bills, and on top of that, his wife was ill and he couldn't put food on the table. He was a broken man, but, as he gazed into a burning candle one day he noticed how the wax dried on his finger when he touched it.

It left an imprint on the candle wax of his finger print.

Then it hit him and he said to himself; 'what if I could create plastic food for the restaurants to show in their windows?'

TRUE STORY!

By the way - this was not a product that was around then, but it is (as you may know) very popular today and I am sure that you will see plastic food presentations throughout Asia.

So anyway, he thought that the idea would save restaurant owners money as they were losing around 30 servings of food each week by showing their food in the window.

What did this cost them?

A great deal of loss.

What did that mean?

A great deal of potential revenue from a solution.

So, by restaurateurs saving money on losing real food they could also afford to PAY THIS GUY by renting his plastic food.

So it was win-win.

He tested the molds to create the plastic food in using various materials to find what was most suitable, and after a few months he created a humble omelet.

It may not sound very exciting or imaginative but, this was the beginning of his new business venture. News spread throughout Japan and what happened next?

More and more shops approached him and he eventually became a self made man.

Isn't that a heart warming true story.

Today, his company still holds 60% of the market share of plastic food production in Japan, so the moral of the story is that - out of a necessity for the market and a need for money, plastic food production was born and so what could you create?

New ideas pass through three periods:

- 1) *It can't be done.*
- 2) *It probably can be done, but it's not worth doing.*
- 3) *I knew it was a good idea all along!*
- Arthur C. Clarke

The guy had a good point. His name seems familiar! Hmmm.

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The truth is not all ideas work and not all ideas are any good as I know myself having explored many and worked with many ideas types and inventors, so it can take a great deal of work to ever get anything off of the ground, and today there are so many creations that it can seem tough to think of something which is truly original or enough of an innovation that it is worth taking further forward.

So, has this got you thinking? Could it be that you can create an invention, an innovation a new business, or a product or service that helps Your Financial Future?

*An idea that is not dangerous
is unworthy of being called an idea at all.*
- Oscar Wilde

Make of that what you will!

Today we are living in a time of rapid change, and technology alone is moving at a scary rate.

But there is a world of possibility, so you just have to just look around you and see where there may be a gap somewhere or where there are people complaining about something - and **BECOME THE ANSWER.**

BE THE SOLUTION

The interesting part of this I found was that statistics show that whilst there are many inventors and innovators out there it doesn't mean that all things have been done. Sometimes it is easy to overlook the simple stuff. Very often a new product will be launched and I will say to myself "why didn't I think of that!"

Have you been there?

So, whilst it pays to be realistic about your ideas, this doesn't mean that they cannot change the world.

Could you help your financial future with your own ideas? And if so, what area you could be best suited and why.

This guy was forced to think through desperation, so it shows that there are times when being stuck, stressed, overwhelmed, depressed or lost can actually serve us.

With his invention he had nothing to lose, and so he took action and kept on until he created something which was at a standard high enough to produce.

The image you see is there is where most of my original ideas came from back in the day. I know it's just a humble little desk right? Ideas can come from the smallest places.

But, what might be your idea or message, what might be your brand, what are your passions, and do you have a vision?

**All business success starts with an idea,
and some kind of plan.**

Planning is something which I believe is needed and required, but we may still take action regardless of one.

Even though plans can and do often change - it's good to start somewhere on paper or with a spreadsheet I believe, and so having solid ideas and a foundation to begin Your strategy is wise.

So my advice would be to start planning today if you have an idea and be sure to hire experts to help you evolve this IF it is worth your time and effort.

As you move forward towards your vision and goals you will need to ensure you use the right tools and resources and be prepared to make changes, be open and flexible and embrace others ideas, opinions and input.

As a small business coach I am passionate about seeing these ideas evolve and grow and I love to help clients to develop these into actual products and services, so it excites me to see something which was once an idea become an actual thing.

Be aware that it takes strong mindset and focus and an ability to face challenges and setbacks as they will happen. But the good news is that in today's world as a digital product producer and information publisher things are just getting more fun, as there are so many more opportunities to develop something which may serve millions, if we can identify an area we can bring our skills to whilst fulfilling a market need.

You may have tons of ideas right about improving your financial future?

Well congratulations as many people also do, and I know many of those who do, but what separates those who follow through with those who quit

is in an ability to focus on something with 110% effort.

I see so many people with ideas minds who go from one thing to another and they keep seeing the next thing as the best idea since sliced bread, but - half baked ideas don't usually account for much.

So, it all starts with an idea sure, and that's where you can have that original edge as it comes from your unique angle, but it is in then execution that it really matters.

Only you know what you can do, and what you can put into it, so, it might be that you can commit to an hour a day to your idea and get the help needed where possible.

Good ideas are common –

what's uncommon are people who'll

work hard enough to bring them about.

– Ashleigh Brilliant

Yes, that's a real name! Kinda cool no?

So have you come up with a good idea?

How can you tell if your idea is worth pursuing?

This may help you:

1. **Are you passionate about this in the first place?** Something I believe in and teach and something which has served me in 15 years of business growth is that YOU MUST BE PASSIONATE about what you are doing. But why? If you have started a business ever before you will know that you need to look at the numbers before you can see whether it is even viable or not. So, you or another will look at the numbers of course. You will also want to know what your ROI might be expected to be. Amongst other things you will be researching whether or not it is worth your time or effort. But, if you have no interest in putting in the time as you have no passion or drive for it then it will fail. Simply, you have to want it badly. And this is what will drive you forward. In those times when you get challenges, setbacks, obstacles and uncertainties your fire in your belly will keep you moving. I know that I would do my business every day through CHOICE, so no matter what revenue I created I would love it regardless. I believe that this is the absolute key to determining whether to start in the first place or not.
2. **Is anyone else doing anything like this yet?**

They may be, but could you do it better?

So, if no one else is doing what you wish to do, or no-one has yet created a business from it maybe you have something.

One of the primary questions I like to ask myself is "Why does it not exist yet?" If I find something missing out there. There are things no-one has thought of yet surprisingly, so never think that everything has been done because that's a bit like saying 'I know everything!' No-one knows everything!

3. **Let say something else has the idea and has actually created something worthy from it.**

Just because this has been done it doesn't mean it cannot be better. Not every good idea needs to be a one-off, and nor does it need to be the only choice for consumers. Some successful businesses are based on an existing or even old idea, re-imagined. Maybe a new angle or interpretation.

4. **It doesn't have to be considered to be conventional**

A good idea may simply just be another more unusual version of something. Very often we can assume that something needs to be a certain way when it maybe doesn't. If the idea can have an appeal through research and with asking questions to potential fans we can ascertain whether it could grow.

5. **It is relatively simple to get**

In simple terms if your idea is pretty easy to understand, the chances are it's more likely to succeed with prospective customers or investors and this has been proven in timeless product launches. The less you need to try and get across what it means and what it is about the easier it will be to translate into a product. Think of it this way: Great ideas are those that simply make sense! If you can explain this when asked about it, and you can get across what the idea will achieve or do and why it actually exists in the first place - this is a great indication that the idea could work. Again there are no guarantees in business or in invention, so what we are looking at here is with probability. The probability that your idea will work is higher when these points have been considered.

6. Is it a solution

Your business idea doesn't have to be extraordinary or special either, it just has to solve a problem. Many businesses find their success by doing something in a very straight-forward way. Our Japanese friend's idea wasn't something which wasn't really UNUSUALLY DIFFERENT or anything else, it was simply a GAP.

7. Does it need investment

There are various options today for getting financial support. Have you ever borrowed money from a savvy investor who was an expert in your niche so you knew it was a worthy partner? Or perhaps you sought revenue from a friend or family member? Then there is something called crowd funding. This is something which can help you if you have an idea but you have no idea really how to go about getting it off the ground. Kickstarter is a company which does exactly this. You will soon know if your idea is any good by the response you create from asking for help with it.

This doesn't guarantee success by the way. Some things never work so - we can at least learn from what happens and improve or change what is needed.

8. Asking if it sounds like a great idea or not

What I have found is that in asking a broad range of people what they think of my idea I can gather responses and gauge some of my decisions around this. People are who invested in ideas, but also those who know nothing about ideas. And then those who are not even remotely aware or interested in it, so you can see what the general consensus is. Couple this with your social media friends, surveys, polls, questionnaires etc you can really gather a great insight into what are considering doing.

These are the main areas I will always work with when supporting the development of my clients ideas.

There are various ways to evolve ideas and there are various ways you can support your financial future with an idea.

As you may know - some ideas may be more traditional, and others may be more unusual; so regardless of this, the principles for evolving them tend to be the same in my experience and through helping clients get their products into the marketplace.

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Ideas and more

All of my books started as ideas and I now have 26, so ideas can always create more ways to express passions through a variety of products. Now I have a great brand as I have continually added to it and so can you.

With that said - I have managed to create multiple streams of income online and offline with my various products so, my advice to you is to start looking at what you might be able to express yourself and decide upon the area you wish to master.

From there - you can look at how you will create your first revenue stream and put all of your effort into that, and once you can create a return from your work you will be able to then add further streams to your business or enterprise. Now, you may not want to work online like me, you may wish to run and operate a more traditional model such as a bricks and mortar business model for example - but either way, you need to create that solid brand identity in order to be able to add to it.

An example would be a Tattoo shop. I recently helped a friend to create more revenue streams from his business. He had ideas to create mugs, T-shirts, sell music, posters, printed pictures of tattoos and more so he knew what he was trying to achieve and I helped him to create these.

He added an extra £3000 per month in net profit to his income so, ideas don't have to mean just invention or innovation, the idea can mean adding revenue through other people's products which you have designed using your brand or logo.

Don't worry about people stealing your ideas.

If your ideas are any good, you'll have to

ram them down people's throats.

- Howard Aiken

Seems a bit violent but if it gets the job done I guess?

By the way - this is my favourite place to eat Lasagna. It's not plastic it's tasty!

Some things to think about now:

WHAT YOUR CORE MESSAGE COULD BE AND HOW TO EXPRESS IT THROUGH THIS IDEA
WHO'S HELP YOU MAY NEED TO EXPLORE THIS FURTHER FOR FREE TO START WITH
SUCH AS BUSINESS ASSOCIATES
WHAT TOOLS AND RESOURCES OR INVESTMENT YOU MAY NEED AND WHAT HAVE YOU
ALREADY GOT

WHAT YOUR VISION AND PLAN MIGHT BE FOR THIS NOW AND LONGTERM AS THINGS
DEVELOP

WHAT KIND OF RESEARCH IS GOING TO BE NEEDED AND WHAT CAN BE DONE FREE
NOW

WHY MIGHT THIS IDEA BE USEFUL NOW WHAT VALUE COULD IT BRING COMPARED TO
OTHER THINGS WHICH MAY BE SIMILAR

HOW WILL YOU ANSWER THE QUESTION YOUR CUSTOMER HAS BEST AND BETTER THAN OTHERS DO NOW

WHAT TIME MIGHT NEEDED TO BE PUT INTO THIS FROM NOW ON

HOW WILL YOU START MASTERING YOUR SOCIAL MEDIA AND OFFLINE STRATEGY AND CONSIDERING MARKETING THIS

HOW WILL YOU HAVE A STRONG ENOUGH AND FOCUSED MINDSET AND PRODUCTIVITY DAILY

IS THE TIMING RIGHT FOR THIS AND IS THERE REALLY A MARKET NEED NOW

WHAT FREE EXPOSURE DO YOU HAVE ACCESS TO NOW SUCH AS FRIENDS, ASSOCIATES AND SO ON

These days it seems as though we need to be EVERYWHERE doing EVERYTHING, and it's tough to plan when life is so busy, but by you putting in the work now this will help as you move forward in steps and build momentum. As time passes you can start to outsource your weaker areas and get a solid team who all have their role defined.

Back to Japan for a moment

Our friend back in Japan in 1932 had to do something and so he just took action. He was 'forced' into thinking differently and strategically and out of his desperation - and coupled the necessity for plastic food he stumbled across an amazing and game changing product.

Just because technology dominates everything and everyone these days, it does not mean that YOU or I cannot create something completely new or different, or at least innovate something. In fact - you don't even need to think of anything, you just need to be able to evolve something.

And whilst you are it, give it 100%.

Every day ideas arise, some are great some are terrible, but nevertheless, they are always born, so - it is down to us to explore them.

Here are 20 of the greatest inventions in the last 100 years to inspire you.

[CLICK HERE TO SEE THEM](#)

Now, here are some resources which can help you further:

[I HAVE AN IDEA AND I WANT TO PATENT IT CLICK HERE](#)

[I HAVE AN IDEA SO NOW WHAT? CLICK HERE](#)

[5 STEPS FOR TURNING YOUR IDEA INTO AN INVENTION](#)

[FIRST 3 STEPS OF YOUR STARTUP IDEA](#)

[MY BOOK ENTITLED 'This Little Idea Went To Market'](#)

*Often the difference between a successful
person and a failure is not one has better abilities or ideas,
but the courage that one has to bet on one's ideas,
to take a calculated risk - and to act.
- Andre Malraux*

Agreed! And some important points there for sure!

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(TRUE STORY)**

Well, I hope that I have given you 'food' for thought about Your idea? SORRY! I

couldn't resist it, but seriously, it's time for you to really start looking at what you are going to do and why.

As I mentioned earlier I do help small business start ups to build a solid plan and strong message through communication and the right relationships as ALL business is about relationships and great products/services. So, just shoot me a message at www.GregDeTisi.com if you feel like a chat or if you really feeling excited and passionate then consider a free session with me where we will evolve the vision for getting you from where you are to where you want to be.

Cool, now I'm outta here To Enjoy My Favourite Lasagne CAPICHE!

Oh an by the way, how long will you take to think about when you will control your life? You see, there is alot of bullshit out there and if you keep searching for a magic button instead of controlling your financial destiny then you will be here in a year in the same place. My advice is DON'T DO THAT harness Your Financial Future by designing it! This post may help you also

As always I wish you the very best in what you do

Greg

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Your Idea is calling you! "Hello I'm here" it's saying!

My ideas usually come not at my

desk writing but in the midst of living.

– Anais Nin

How poetic!

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