



This old favorite has survived inflation, taxation, depression, and recession. But the cost of ignoring new ideas is too high a price to pay in any economy. **Today your ideas are the currency of your future.**

a/k/a: "Your idea and a dollar will buy a cup of coffee."

"Not ANOTHER idea!"

"Talk is cheap."



Defusing Strategy:

Shift the focus from pocket change to promoting change with one of these change-making strategies.

Cheaper by the dozen. The best way to get great ideas is to get lots of ideas and throw the bad ones away. Invite the naysayer to "free" associate with you to come up with a dozen ideas, then offer to be the person who weeds them out.

Up the ante. Suggest that the two of you spend five dollars on two cups of coffee and discuss your idea.

Agree. Interpret this Killer Phrase as a cry for action. The money comes from implementing the idea. Show how your idea can turn a dime into a diamond mine.

Call for "turn-on-a-dime" action. Pick one idea and explore the possibilities.

Steven Spielberg claims that if you don't act on your ideas, they will pop out of your head and into someone else's. **Probably your competitor's.**