

ISD INNOVATIONS PUBLISHING

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# SOCIINN

*The Leading Social Innovation Publication*

## GROUND ZERO

*The basics of social entrepreneurship*

# SO YOU HAVE AN IDEA? THAT'S COOL! I HAVE A HUNDRED IDEAS BY 6AM

**BY CHRISTOPHER MUNCH**

It's fair to say that everyone has the ability to generate ideas, but most people never follow through with their ideas beyond a social media post or a flyby conversation with a friend.

What I have come to realize is that most people actually have useful ideas, but if they would just follow through with one of those ideas, they could capture their true potential, however.

I'm not saying every idea you have is going to become the next billion dollar idea... we have to be realistic with ourselves. Yet you cannot deny the fact that every great thing that has brought about change, started with an idea!



# YOU DON'T HAVE TO PRETEND TO BE REAL

Lets face facts, it's the 21st Century and everything you could want or need to bring your idea to life it literally at your finger tips. Here are the top four things you need to take action on your idea today: 1) Get an email account (you already have one, right?); 2) Get a few social media accounts (you should already have those too!); 3) build yourself a website (it's easy, and if you really think it's that hard, please use [STRIKINGLY.com](http://STRIKINGLY.com), it's free); and 4) spend less time watching TV and trolling through social media sites, and devote that extra time to enjoying your life by working on something you believe in! After all, it is your idea.

It's really that simple. Whether it be something at your 9-5 job that will make your life, or someone else's life better, maybe it's a gadget, or you actually have an idea that has the capacity to positively impact a larger audience. The only way you will ever know if your idea is worth anything, and more than just money, is to get out there and follow your passion every day.

## ENTREPRENEURSHIP REALLY ISN'T ABOUT MAKING YOURSELF LOOK GOOD, IT'S ABOUT DOING WHAT'S GOOD AND ENJOYING IT

Check it out, when I started building the Suicide Prevention App I had no idea where to start, no tech skills, I was all by myself, and more. That didn't stop me, and any excuse you make at this point to why you "can't" is your own barrier. Figure it out!

What I believe about you, and what you should believe about yourself, is that you don't need "XYZ" degree to follow your passion. Look, if you want to go to college because you think you need it, I suggest you reevaluate what it is you actually need in life to survive. I think you'll be amazed at how little you actually need.

# IT'S ALL ABOUT THE GRIND



**IF YOU'RE HUNG UP ON WHAT PEOPLE THINK ABOUT YOU OR YOU FEEL LIKE YOU HAVE TO "PERFECT" THE IDEA BEFORE YOU START WORKING ON IT...**

**THAN YOU HAVEN'T ACCEPTED THE REALITY THAT YOU'RE NOT PERFECT AND LIFE IS ALL ABOUT GETTING BACK UP AFTER YOU GET KNOCKED DOWN**

Social Entrepreneurship is about taping your creative mind and bringing your ideas to life. Your ideas not only have the potential to make your life better, but the lives of others as well. Sure, everyone wants to make money as an entrepreneur, but just as important, being a social entrepreneur has the capacity to bring more positive energy to the world.

I challenge you: whatever the last idea you had and "put off", go for it, and take pride in it. Don't be afraid to follow through on your ideas, and don't be afraid to fail. When you get knocked down, take that opportunity to learn the lessons that are presented to you, get back up and proceed on with the mission at hand. Be the social innovator that you want to become. The world needs it!

**About the author:** *Christopher Munch is the Founder of ISD Innovations, Inc., a Southern California based non profit innovation firm dedicated to influencing, supporting, developing, and designing projects and programs to advance social, physical, and mental wellness, and he is also the creator of the [SuicidePreventionApp.com](http://SuicidePreventionApp.com).*

*Becoming a social entrepreneur simply starts with following through on your idea, and then you spend the rest of your life enjoying the ride.*

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**WHAT ARE  
YOU WAITING  
FOR?**