

IT ALL STARTS WITH AN IDEA!

Ideas can come from many places!

- Your work
- Lack of useful resources
- Outdated resources
- New areas of practice
- Colleagues

Start by considering what products or resources you'd be interested in having. What information are you looking for? What might make your job easier? Then, take that idea a step further. What do you think others might be interested in? How would they want to access this information?

Here are examples of how content can be delivered via published projects:

- Manual
- Handbook
- Student textbook or workbook
- eLearning course
- Mobile application

What are the business considerations?

- Who will buy this product? (Will it sell?)
- How much will the market pay for your information?
- What is the competition? If there is competition, how will your product be different or better?

What makes a successful product?

- Innovation (Importance)
- Market size (How many people will buy it?)
- Profitability (Margin)