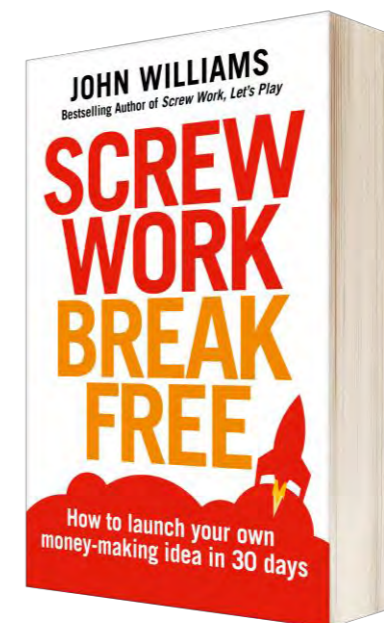




THE IDEAS LAB  
JOHN WILLIAMS

[theideaslab.org](http://theideaslab.org)  
[screwworkbreakfree.com](http://screwworkbreakfree.com)  
Twitter: @johnsw  
Instagram: screwworkbreakfree  
[facebook.com/swlpfan](https://facebook.com/swlpfan)





# The Idea Age

# The post-job world





Ditch your  
inner  
workerbot!



# **THE NEW ENTREPRENEURIALISM**

**#1:**

**THINK BIG**

**START SMALL**



**you can start small**



**...and grow it**







Create your MVP  
[Minimum Viable Product]

# [ thefacebook ]

home search global social net invite faq logout

Puget Sound

## Mark Zuckerberg's Profile

quick search

- [My Profile \[ edit \]](#)
- [My Friends](#)
- [My Parties](#)
- [My Messages](#)
- [My Account](#)
- [My Privacy](#)

### Picture



[Send Mark a Message](#)

[Poke Him!](#)

### Connection

This is you.

### Mutual Friends

You have 19 friends in common with Mark

### Information

#### Account Info:

Name: Mark Zuckerberg  
Member Since: The beginning (February 4, 2004)  
Last Update: July 19, 2005

#### Basic Info:

School: [Harvard](#)  
Status: Student  
Sex: [Male](#)  
Residence: [Todd 311](#)  
Birthday: [May 14, 1984](#)  
Home Town: [Dobbs Ferry, NY](#)  
High School: [Phillips Exeter Academy](#)

#### Contact Info:

Email: [mzuckerb@harvard.edu](mailto:mzuckerb@harvard.edu)  
Screenname: [zberg0](#)  
Mobile:



# Superniching: The power of focussing

“If you want to be the best in the  
world, make your world smaller”

– Seth Godin







MailOnline



ELITE MAN MAGAZINE



collectively



marketing



"Dominate a small niche and scale up from there, toward your ambitious long-term vision."

Peter Thiel





# Start with one



## Welcome to Amazon.com Books!

*One million titles,  
consistently low prices.*

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

### SPOTLIGHT! -- AUGUST 16TH

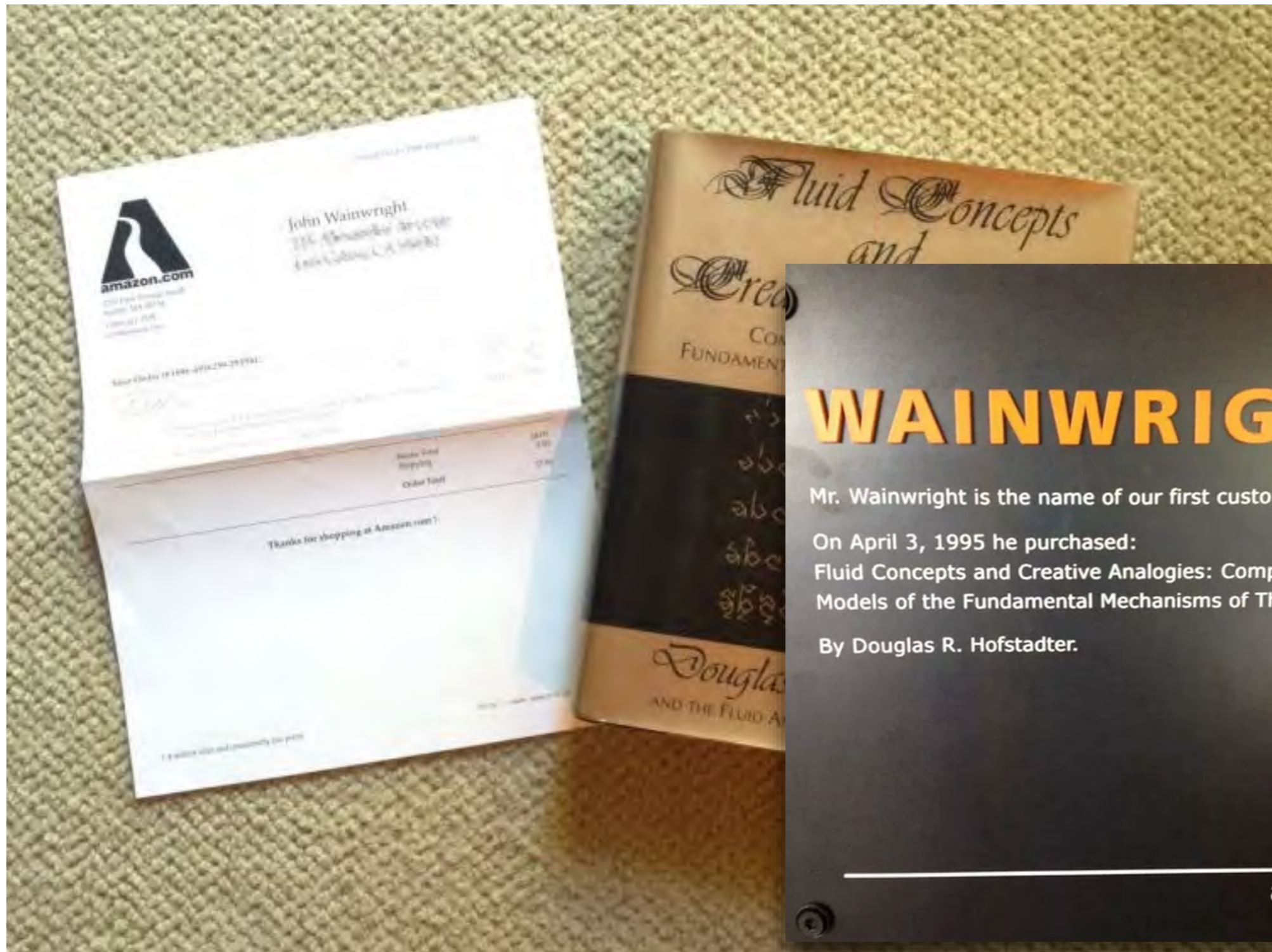
These are the books we love, offered at Amazon.com low prices. The spotlight moves **EVERY** day so please come often.

### ONE MILLION TITLES

Search Amazon.com's [million title catalog](#) by author, subject, title, keyword, and more... Or take a look at the [books we recommend](#) in over 20 categories... Check out our [customer reviews](#) and the [award winners](#) from the Hugo and Nebula to the Pulitzer and Nobel... and [bestsellers](#) are 30% off the publishers list...



# Start with one



## WAINWRIGHT

Mr. Wainwright is the name of our first customer.

On April 3, 1995 he purchased:  
Fluid Concepts and Creative Analogies: Computer  
Models of the Fundamental Mechanisms of Thought

By Douglas R. Hofstadter.

**#2:**

**PLAY IT OUT**

# Play it out



The screenshot shows the homepage of Thefacebook. At the top, there is a blue header with the site's name "[ thefacebook ]" and navigation links for "login", "register", and "about". On the left side, there is a login and registration form with fields for "Email:" and "Password:", and buttons for "register" and "login". The main content area features a "Welcome to Thefacebook!" message, followed by a large heading "[ Welcome to Thefacebook ]". Below this, the text describes the site as an online directory for social networks at colleges, specifically mentioning Harvard University. A list of features is provided, including searching for people at school, finding classmates, looking up friends' friends, and visualizing social networks. At the bottom of the main content area, there are "Register" and "Login" buttons. The footer contains links for "about", "contact", "faq", "terms", and "privacy", along with the text "a Mark Zuckerberg production" and "Thefacebook © 2004".

[ thefacebook ]  
login register about

Welcome to Thefacebook!

[ **Welcome to Thefacebook** ]

Thefacebook is an online directory that connects people through social networks at colleges.  
We have opened up Thefacebook for popular consumption at **Harvard University**.

You can use Thefacebook to:

- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.

Register Login

about contact faq terms privacy  
a Mark Zuckerberg production  
Thefacebook © 2004



# Play it out

The image shows a screenshot of a Facebook news feed. At the top, the Facebook logo is on the left, and the user's name 'John Williams' and navigation links 'Home', 'Lock', and 'Settings' are on the right. A search bar is in the center. Below the navigation bar, the user's profile picture and name 'John Williams' are shown, along with an 'Edit Profile' link. The left sidebar contains 'FAVOURITES' (News Feed, Screws Work, Let's Play, Scanners Night, Scanners & Renais..., Play To Win (SWLP), Scanners Night Advisory..., SWLGR Academy, Expert Success Ma..., Expert Success Ac..., Messages, Photos, Events) and 'PAGES' (Pages feed, Like Pages, Create Advert). The main feed area has an 'Update Status' and 'Add Photos/Video' prompt, followed by a text input field 'What's on your mind?'. A post by 'Simon Williams' is visible, featuring a profile picture and the text: 'Never say its not possible... Victor Wanyama (Southampton - bought from Celtic) The first Kenyan to play in the Premier League, Wanyama won his first pair of football boots aged 14 as a reward for being the best player at a tournament. The midfielder, 22, previously played barefoot as his parents could not afford to buy him boots. Like - Comment - Share - 13 minutes ago - Amanda Horsburgh likes this.' Below the post is a 'Write a comment...' input field. A 'Suggested Page' for 'Amy Porterfield' is shown, with a banner image and the text: 'Amy Porterfield Facebook Expert + Author + Trainer I'm the co-author of Facebook Marketing All-In-One for Dummies and a Social Media... Like Page'. The right sidebar contains a list of activity: 'Richard Newton likes Sumner Murphy's link.', 'Richard Newton likes OP3Nvoice's photo.', 'Roger James Hamilton was tagged in Mindvalley's photo.', 'Iain Wallis's birthday is today', and 'Diner en Blanc 2013 today'. Below this is a 'Sponsored' section with an advertisement for 'Perry Marshall' and his book '80/20 Sales & Marketing - The Definitive Guide To Working Le...'. At the bottom right, there is a 'Chat (27)' button.

# Is this idea worth \$30B?







Total Guests

60,000,000+



Cities

34,000+



Castles

1,400+



Countries

191+

Listings Worldwide

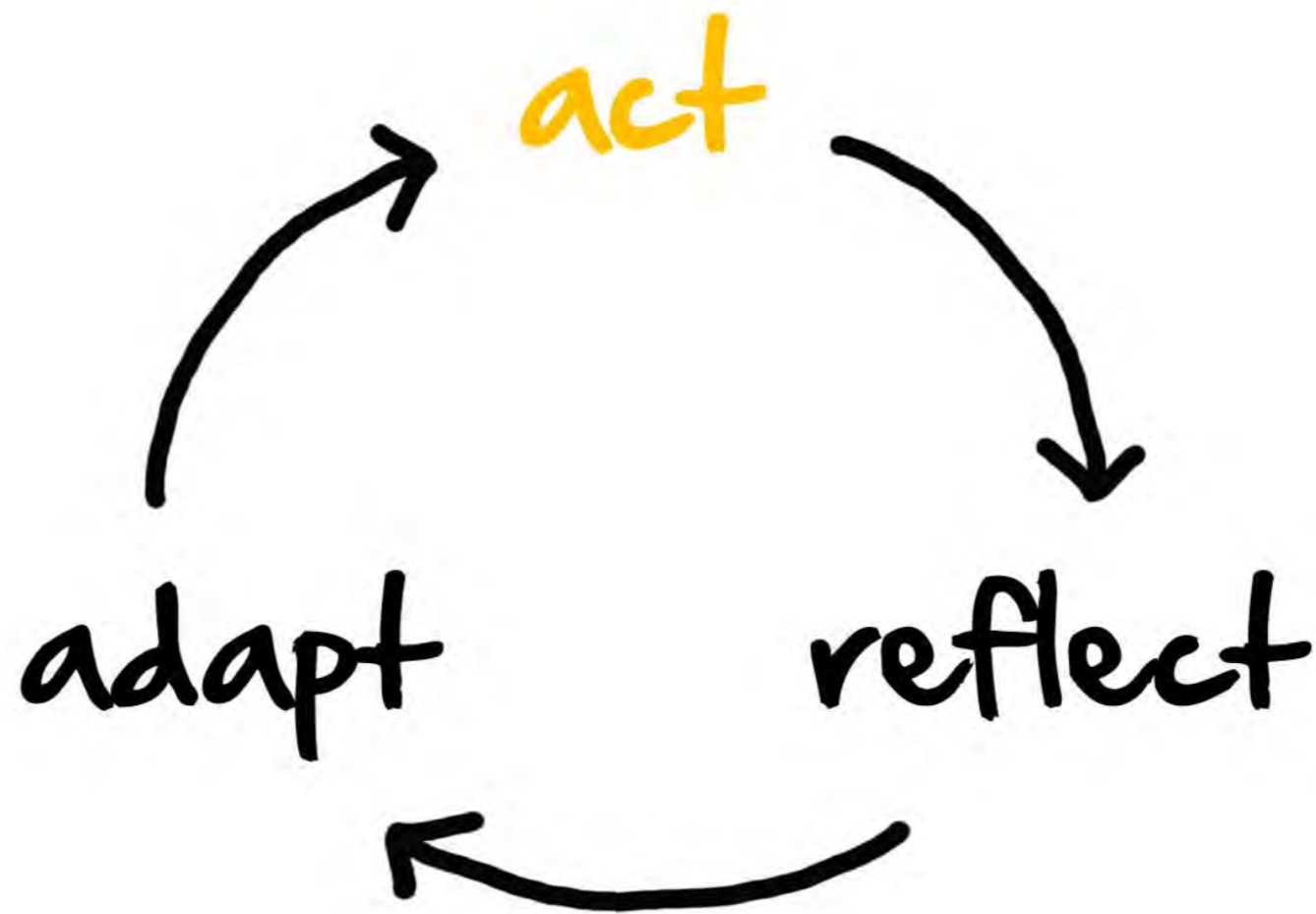
2,000,000+



**\$30 Billion Valuation**



# The Play Cycle



# Craigslist

“from beginning, did  
something simple & useful

asked for community  
feedback

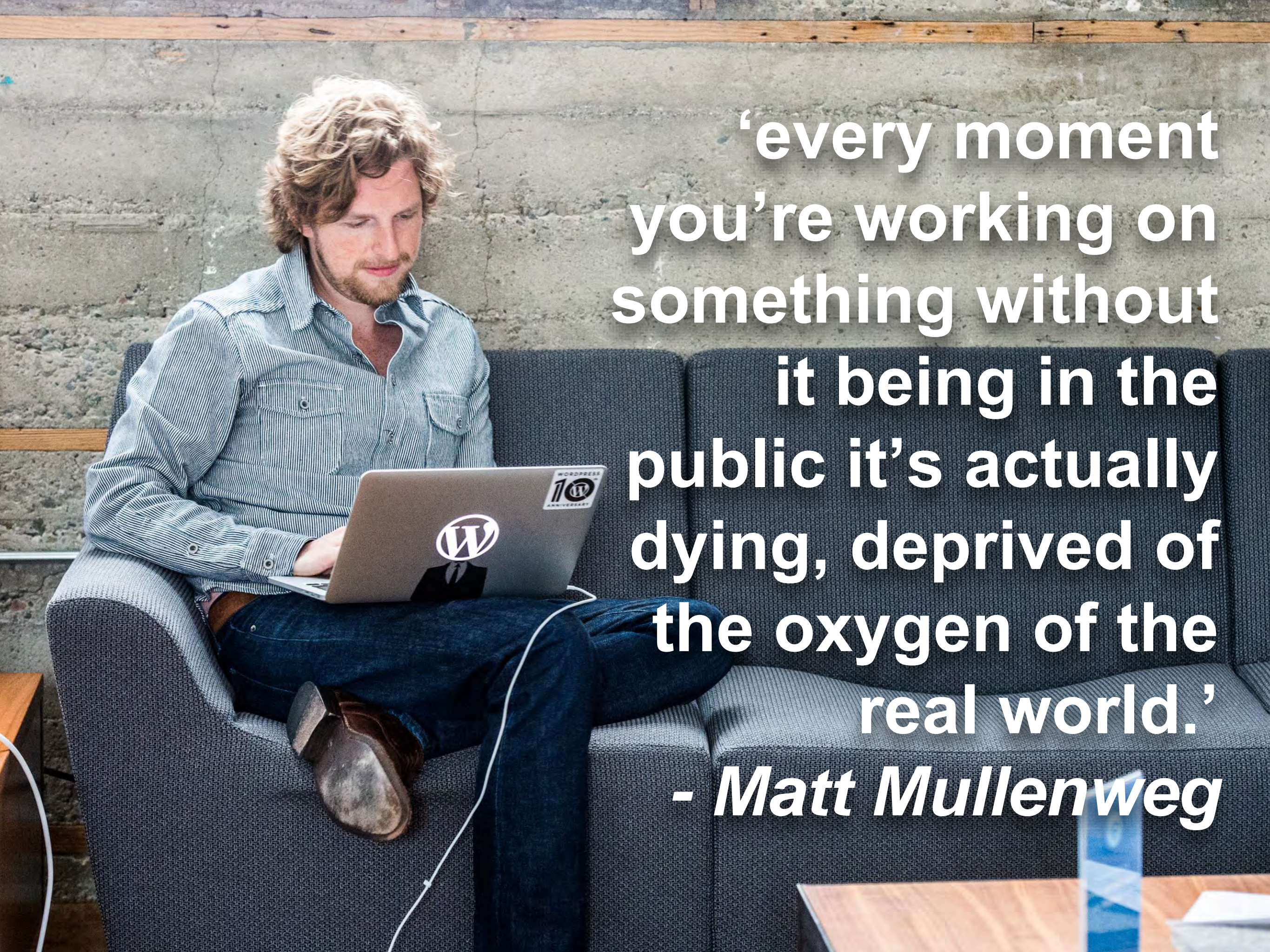
did something about it

repeat, forever”

*Craig Newmark*







**‘every moment  
you’re working on  
something without  
it being in the  
public it’s actually  
dying, deprived of  
the oxygen of the  
real world.’**

**- *Matt Mullenweg***



**VERSION ONE  
IS BETTER THAN  
VERSION NONE**



A close-up photograph of a young child with blonde hair, wearing a blue jacket, blowing bubbles. The child is holding a white plastic container and a yellow ring-shaped wand. Several colorful bubbles are visible in the air around the child. The background is a blurred green, suggesting an outdoor setting.

**Don't THINK it out**  
**PLAY it out**





Young ladies  
 memories. An  
 and true husb  
 side view like

Prejudice is  
 Conjugality, I  
 tion and Dest  
 lead will give  
 body and again



husband is be-  
 Parental Love  
 Young ladies,

veness. Con-  
 large.

tiveness, Spir-  
 perfectly true.





ABOUT

ONLINE

BOOK

EXHIBITION

AGENCY

CONTACT



Our book 'Retronaut: The Photographic Time Machine' is available now.

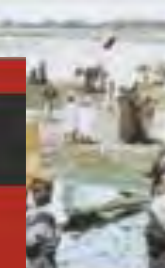


Edward S. Curtis spent more than 20 years documenting over 80 tribes across North America.



229K SHARES / RETRONAUT

WHAT'S HOT



un's tor  
labor



cord of  
arly 190



WORLD

When the Blitz forced London underground, human spirit triumphed




**#3:**

**MAKE**

**SOMETHING**

**PEOPLE WANT**

A man and a woman are leaning over a glass table in a modern office setting. They are looking at a laptop screen. The woman is wearing a light blue shirt and dark pants, and the man is wearing a dark shirt. The background is a blurred office environment with large windows.

# Solve a problem

“An entrepreneur is someone  
who  
solves problems at a profit”

T Harv Eker



# Sell to the pain

## Minor pain:

boredom,  
frustration,  
discomfort



## Major pain:

anxious,  
stressed,  
fed up

## Comparative pain:

Irritation/disappointment  
with the competition

A black and white photograph of Paul Graham, a man with short dark hair, looking upwards and to the right while speaking into a microphone. The background is dark.

# Organic ideas

“What's missing or broken in your daily life? Sometimes if you just ask that question you'll get immediate answers.”

– Paul Graham



Passionate and compassionate  
about the lives and futures of  
childless women

# GATEWAY WOMEN



Jody Day

6 April 2012

HUFF POST LIFESTYLE UNITED KINGDOM

Edition: UK Search The Huffington Post

FRONT PAGE POLITICS WORLD SPORT ENTERTAINMENT CELEBRITY COMEDY CULTURE LIFESTYLE STYLE

UK LIFESTYLE INSPIRATION HEALTH NEWS DIET & NUTRITION WELLBEING WOMEN RELATIONSHIPS IMPACT

Why Tai Chi Is The Best Exercise For The Heart

More In UK Lifestyle: Flavonoids Parkinson's... Tobacco Crackdown Shops... Transparent Dress...

Breast Cancer Linked To Hom

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HOT ON THE BLOG Gavin Newsom Jacqueline Novogratz

Login with Facebook to see what your friends are reading

Jody Day London-based writer, thinker & social entrepreneur. Founder of Gateway Women: supporting, inspiring & empowering childless women

GET UPDATES FROM JODY DAY

### Surviving the Childless Weekend Blues

Posted: 4/04/2012 23:52

React > Amazing Inspiring Funny Scary Hot Crazy Important Weird

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SHARE THIS STORY

Like Be the first of your friends to like this.

2 0 0 0

share tweet email +1

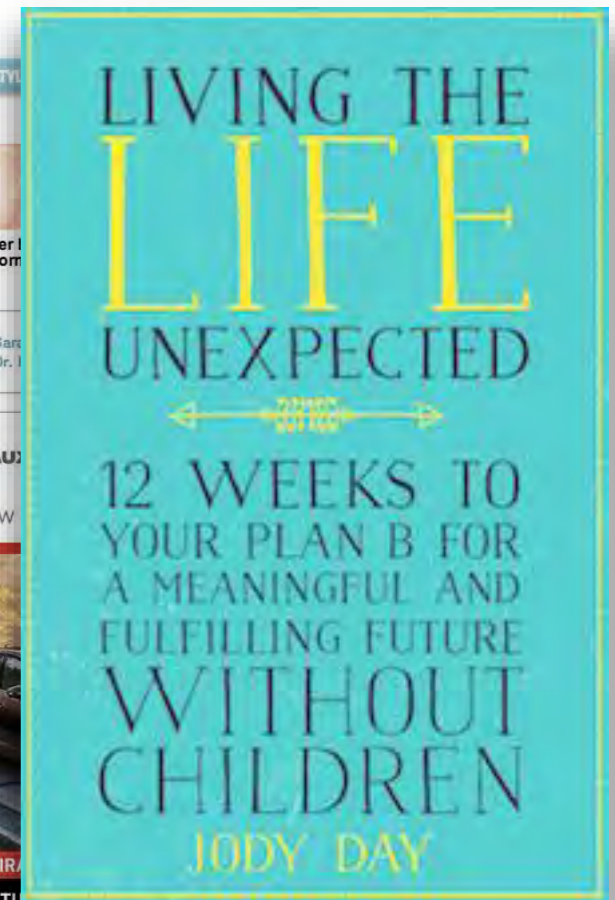
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Submit this story

There, it's said. Weekends can be absolute hell as a single, childless woman. "They creep up on you," said one friend recently.

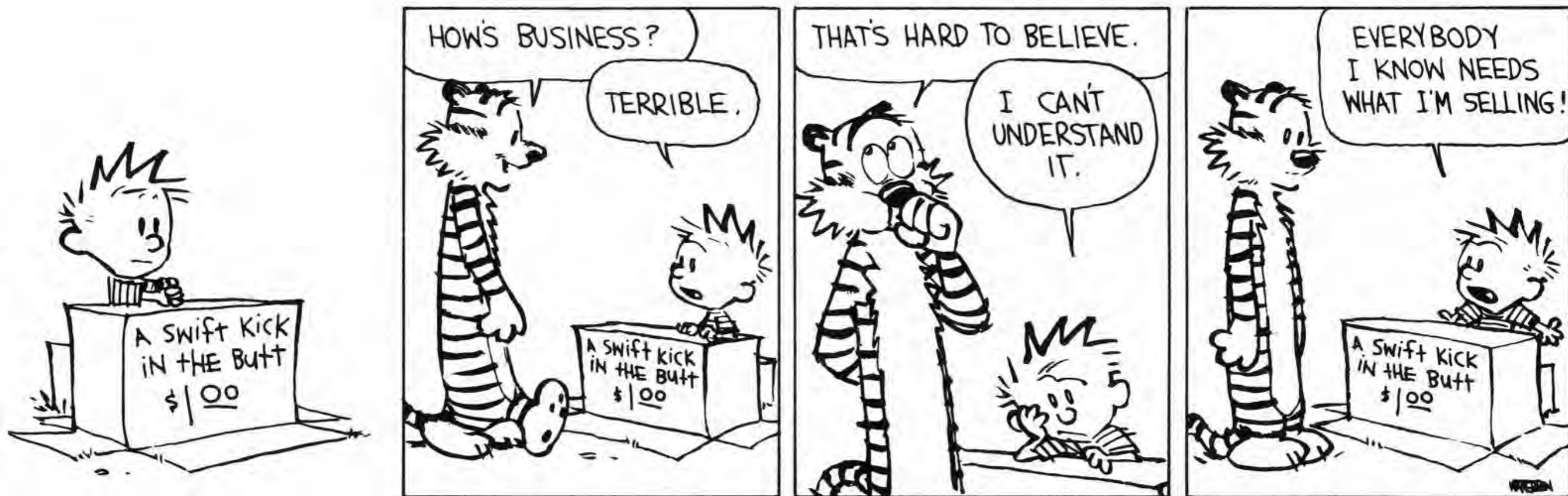
Many of us are so busy with work commitments and after-work activities Monday-to-Friday that we can't wait for the peace and quiet of the weekend in order to recover. And then, when we wake up on Saturday morning to an empty bed, an empty house and an empty weekend, it doesn't feel relaxing, it feels hideously oppressive.

Alternatively, we pack our weekend schedule to the gunnels with activities and appointments only to feel





# Stop assuming you know what people want





Market research

i.e. ask people!

Ask about them not you

# Market research

**NO SURVEYS!**

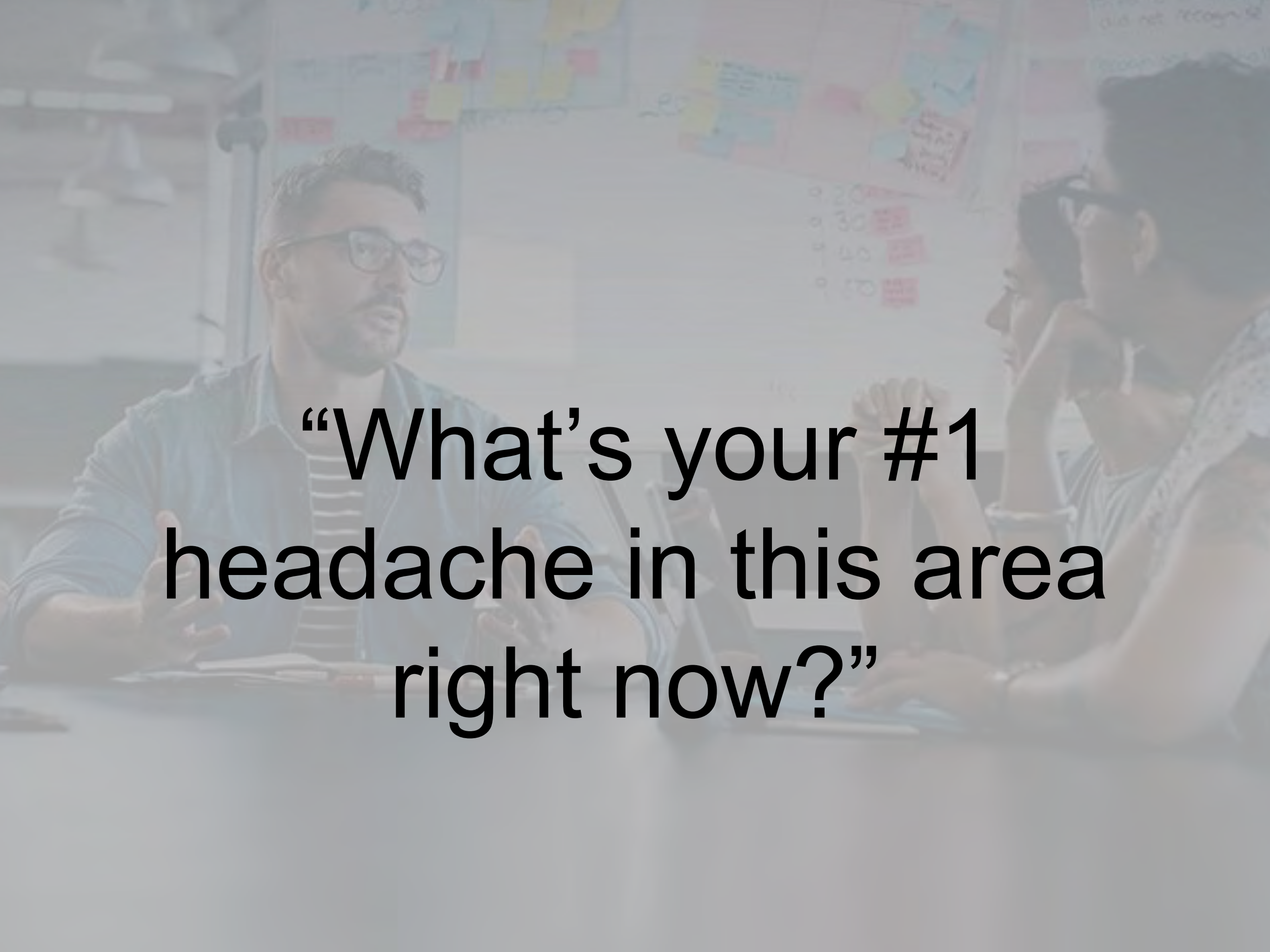
Get in a room with your target customers

Go see companies and ask them

If you have followers, email/tweet/FB them

Are people paying with their attention, time or money?



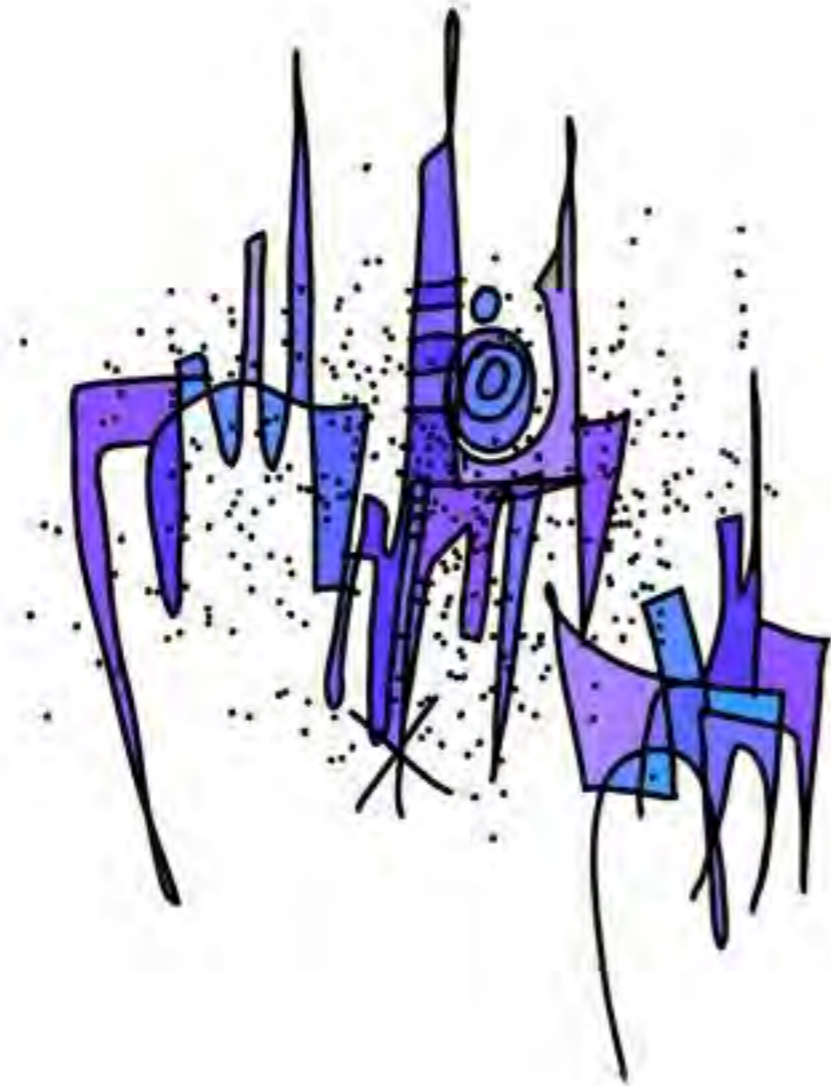


**“What’s your #1  
headache in this area  
right now?”**



**Shut up and take my money!**





We are more  
scared of being  
WRong than we  
are scared of  
going our whole  
life without  
cREating anything



THE IDEAS LAB  
JOHN WILLIAMS

Download a **FREE** chapter of  
my new bestselling book at:  
[screwworkbreakfree.com](http://screwworkbreakfree.com)

