



# BULB INTO BUSINESS

## Part 1: Taking the First Critical Steps On Your Business Idea

Created by Caleb Dykema, *Just the Bulb* Host



## YOU HAVE AN IDEA FOR A BUSINESS... BUT DON'T KNOW WHERE TO START.

Throughout college and still to this day, so many people come to me claiming to have a great app, product, or business idea. **I quickly find out that their idea is absolutely worthless because they have not taken action on it.** They have *just the light bulb* idea!

However, if you are reading this, you ARE taking action on your idea and I applaud you! This idea may be the first you're going after and you probably feel excited but frightened at the same time. **This module is meant to help you take the first critical steps in laying out the mindset and vision necessary for your success.**

"Mindset? Vision? That's all fluff, tell me the real stuff!" Younger me would have said that too. Keep reading to learn why these concepts will dramatically increase the chances of your success...

## CHECK OUT THE PODCAST EPISODE TO SUPPLEMENT THIS MODULE

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Part 1 | Taking The  
First Critical Steps



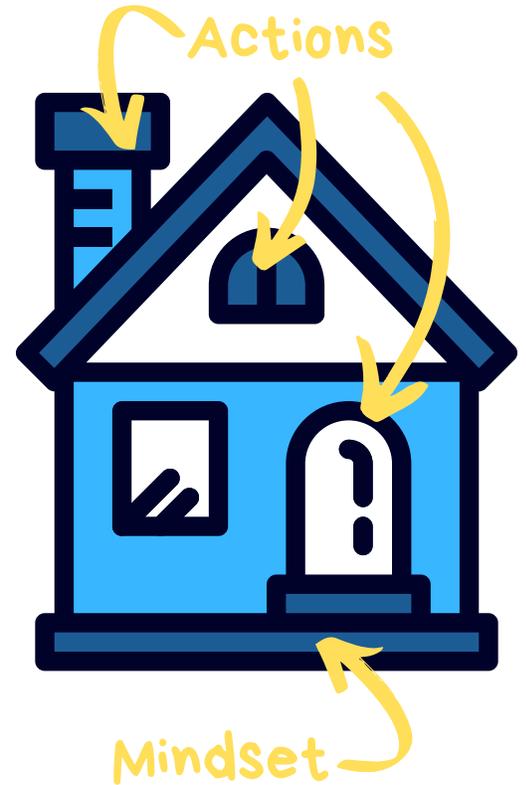
[Listen Here!](#)

## BUILD THE HOUSE

You can use the finest wood, the strongest steel nails, and even have bulletproof glass windows, but without a proper foundation that house is going to fall.

Likewise, when you develop your idea, the foundation needs to be built first. **This foundation is built by establishing the right mindset by setting your vision and goals.**

With the right foundation, you will be able to take the actions needed to build the rest of your house.



"Entrepreneurs have a mindset that sees the possibilities rather than the problems created by change."

- J.Gregory Dees



## SET YOUR "FINAL STAIR GOAL"

Imagine you're in a large building and there are many staircases leading upwards. You don't want to go up the wrong staircase and waste your time and money, so the first thing you need to do is set your "**Final Stair Goal**": a **significant, measurable, and time based goal that you have for your idea**. For example, with my podcast, my goal was to reach 500 downloads within two months of launching. For my product *1Swipe*, my goal was to create a working prototype within 10 months that cleaned full whiteboards. [Learn more about 1Swipe here.](#)

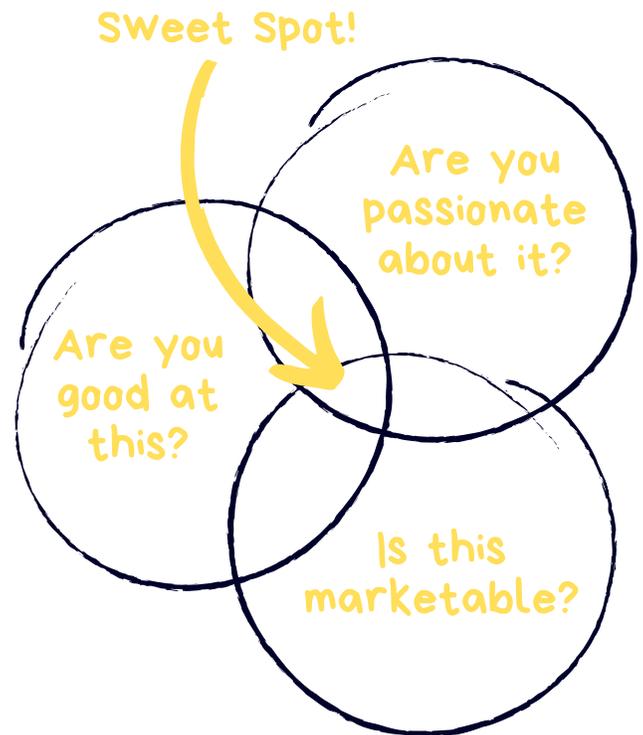
A shark in a fish tank won't grow more than 8 inches, but in the ocean they can grow 8+ feet. The same phenomenon holds true for the goal you set; if it's too small, it won't push you. **You'll be surprised at how much you can get accomplished if your goal is a little more out of your comfort zone.** I turned my 400 downloads goal into 500, and my 12 months goal into 10, you get my point.

"There is no elevator to success. You have to take the stairs." -Zig Ziglar

## IS THIS GOAL RIGHT FOR YOU?

You've set your final stair goal for the project, but let's make sure that this goal and your idea in general is a right fit for you! **The Idea Filter is a great way to determine if you should go after this light bulb in your head.**

Are you passionate about it? When I say 'it', I don't mean your idea, I mean the problem your idea solves. **Your customer doesn't buy a product, instead they buy the benefit the product provides.** Yep, that sentence is worth writing down because it is so important yet SO overlooked for first-time startup founders. You need to be passionate about your customer and helping them solve their problem, not your idea. Professors didn't care about my product, *1Swipe*, they cared that their whiteboard was cleaned in a fraction of the time and with less effort.



## IS THIS MODULE HELPING YOU FORM THE MINDSET FOR STARTING YOUR IDEA?

If so, DM me or let me know on social media and use **#justthebulb!**

Caleb Dykema 

Just the Bulb 

@justthebulb 

Be honest, are you good at this? Can you carry out any of the key activities that are required to build your bulb into a business including development, marketing and selling? If not, you have two options. The first is simply learning how to do it. I went to school for engineering and now I'm building brands and marketing - you don't need formal education to build a business, just a drive to do it! The second is to bring on a partner, hire a contractor, or an employee. **Finding the balance between learning how to do things yourself and finding outside help is something all entrepreneurs struggle with.** The key is to not overload yourself so that you can focus on your biggest strengths.

Finally, is this idea marketable? Do people actually want or need this problem to be solved? Will people actually pay money for a solution? **If you, your mom, and two of your best friends want this problem solved, you don't have a marketable product unless you only plan on selling it to them.** Catch the sarcasm here? Let's dive into this more on the next page!

## YOUR MOM ISN'T GOOD ENOUGH!

I'm sure your mom is an amazing person and your friends are too, but their opinion isn't good enough to consider your product marketable. So how do I find this out, Caleb?

I like to first jump on Google, forums like [Quora](#), [AnswerThePublic](#), and various social media groups. I look for people that are having a particular problem. I look for trends in pain points that certain groups have. I look for trends in goals that people haven't been able to accomplish due to not having the right product. For example, in the sports betting industry, I noticed a trend where very few picks sites were transparent when it came to their historical data. My co-founders and I determined that to be a highly marketable product, we should be transparent with ours. [Learn more about FixdPicks here.](#)

**This groundwork is only the beginning of finding out if your product is marketable, but you're off to a stronger start than most first-time founders!**

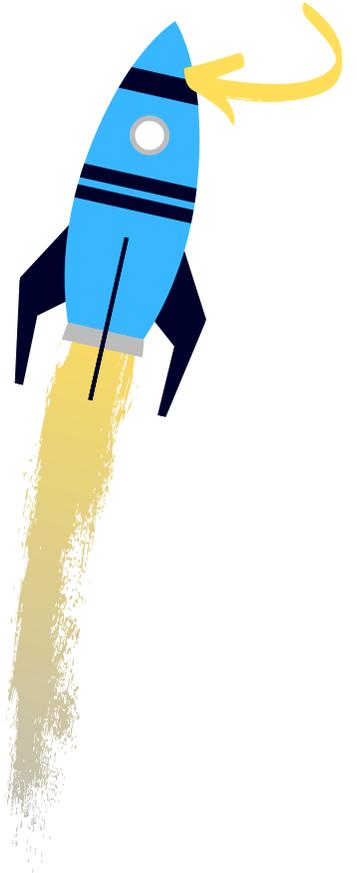
## WALK DOWN THE STAIRS

Now, it's time to figure out the rest of the staircase that will help you reach that final step. **We do this by "walking down the stairs" starting from your final stair goal and determining what steps you need to complete in order to get there.**

For example with *1Swipe*, my goal was to have a working prototype in 10 months. My second to last step was testing the prototype to confirm it erased well. Before that, I needed to assemble it, before that, manufacture the parts, and so on. For *FixdPicks*, our big goal was to get our first customer. To do this we needed to have a working subscription website, before that, an Instagram page that directed them there, and so on. Breaking down the big goal into a staircase provides clarity as to what physical actions need to be taken to reach the top.

We've discovered that your mindset is the foundation of taking action, you've set your "final stair goal", determined that this goal is right for you, and we "walked down the stairs" to complete the stairway. **You are now more ready than ever to take action and turn your light bulb idea into a business!** Maybe you still have questions with determining your final stair goal or passing your idea through the Idea Filter. Maybe you need help determining your next action steps. **Reach out to me, Caleb Dykema below and schedule a free 45-minute video chat where we can fit this model to your specific idea!**

Your business after determining you have a marketable product!



**REACH OUT TO SCHEDULE A FREE 45-MINUTE VIDEO CHAT**



**[Schedule your session with me here!](#)**

(You may need to download the PDF in order to click or just see below.)