

How to use IG and TikTok  
to grow your reach.

How StoryBuilder is changing  
the game for Self Made Scholars

How schools support student  
entrepreneurs during the  
pandemic.

# \$SELF MADE SCHOLARS

JANUARY - MARCH 2021



## THE NEW SWAG OF THE CENTURY

How Mo'ziah Bridges, CEO of Mo's Bows took  
his love for fashion to a whole new level.





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How to use IG and TikTok to grow your reach.
How Storybiller is changing the game for self-made scholars.
How schools support student entrepreneurs during the pandemic.

## \$ELF MADE

OCTOBER - DECEMBER 2020

SCHOLARS



THE NEW SWAG  
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# How to Discover Your Hidden Hustle

By Lisa Grant





**"Entrepreneurs often face naysayers because we see the future before the future plays out," - Matityahu**

**W**e are all born with an equal potential for greatness. There are no exceptions, yet most achieve far below their potential. At the same time, a small handful rises to extraordinary heights and become legends. To rank amongst the elite, you must consciously change your habits. Greatness does not show up with time or because you think about it. Greatness is a virtue you must intentionally invest in every minute of every day.

## **#1. Vision**

One of the defining traits of entrepreneurship is the ability to spot an opportunity and imagine something others haven't. Entrepreneurs have a curiosity that identifies overlooked niches and puts them at the forefront of innovation and emerging fields. They imagine another world and can communicate that vision effectively to investors, customers, and teams.

The mindset necessary for achieving greatness lies in understanding that success is not your ultimate goal. This goal is too small and unilateral. To strive for excellence, you must be well-rounded. You must be more interested in building a cause that touches others, not a business. Be willing to step out of the box. Strive to be a pioneer, a trendsetter, a game-changer, and a radical thinker who is deeply driven to make this world a better place.

The two habits necessary to accomplish your goals and ideals are; an unwavering dedication to your cause and the desire to make a significant difference. To achieve greatness, you have to know the deeper reasons for building your business. These deeper emotional reasons are where you discover a well of passion, dedication, perseverance, and the willingness to fight to the bitter end for your victory.

Be willing to suffer along the way.

## #2. Unwavering Belief

Self-confidence is a key entrepreneurial trait. You have to be sure your product is something the world needs. You can deliver it to overcome the naysayers, who will always deride what the majority has yet to validate.

Your beliefs develop the foundational rules of how you play the game of success. To be a Self Made Scholar, create a rule book that enhances your success and sets you apart from the average person whose unbelief keeps them thinking small. An unwavering belief in your vision will lead to your greatness. Adopt a rebel heart. Refuse to take "no" for an answer. Be courageous enough to go against the grain. Rise to the occasion when faced with obstacles.

The only person who can stop your greatness is you. Practice the art of failing and getting up again and again. This gives you the resiliency necessary for creating a healthy mind. Rid yourself of each belief you outgrow along your journey and grow new ideas to put in place of the old

## #3. Enjoy the Process

Greatness is not about the goal as much as it is about the process of getting there. Commit to defying the odds, overcoming enormous challenges, and taking the road less traveled. Instant gratification does not bring happiness or success. Happiness comes from the pursuit of excellence. Walt Disney is an excellent example of a visionary who suffered repeated financial setbacks and business disasters yet persevered with an unfaltering belief in his vision.

Accept that to be great, you must journey where many avoid. See your challenges as stepping stones to you playing a much bigger business game. Do not give in when you get a rejection. Keep striving.





# The Sweet Taste of Thinking Bigger

By Carlton Lane



**H**owever “big” you’re thinking right now, it’s probably too small.

It’s essential to have big dreams for your future. After all, failing to plan is planning to fail. So if you can’t think big about your future, you’re not going to have a very bright future. Big, of course, means a dream that takes you farther than where you are today.

Success can be defined in many ways, and I’m not telling you how to explain it. I’m merely saying to take your definition of success and raise the bar on it.

I’ve learned over the years that when you are thinking big, in reality, you’re thinking small. There’s always a bigger big.



## **4 Keys to Thinking Bigger About Your Business**

### **#1. View Obstacles as Opportunities**

Entrepreneurs can think bigger by viewing obstacles as opportunities. Successful entrepreneurs and business people don’t let challenges get in the way of achieving their goals; they let them inspire them to think critically. They view it as an opportunity to overcome and learn from. Solving problems is an excellent way to think bigger and cultivate innovation in your business.



## #2 - Be creative and find the right avenues

Thinking bigger requires you to see where the next step is for your company. Then align yourself with other industry professionals or mentors that can aid in the growth. You have to not only be creative and find a variety of avenues to get to where you want to be but find like-minded people who share that vision.



## #3 - Invite more ideas from different people

Thinking bigger means cognitive diversity and digging into big problems to debate root causes & solutions. One of my mentors used to host dinners in her home once a month. She invited artists, musicians, academics, and executives across age, gender, race, geographic, and socioeconomic backgrounds. These gatherings often tackled vital topics and would inspire attendees to bring different perspectives back to their daily lives. She encouraged me to curate my own roundtable/think tank groups. They've been fantastic for me personally and as an entrepreneur who loves to solve big problems.



## #4- Just do it

Thinking bigger requires you to see where the next step is for your company. Then align yourself with other industry professionals or mentors that can aid in the growth. You have to not only be creative and find a variety of avenues to get to where you want to be but find like-minded people who share that vision.



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A composite image featuring three individuals. On the left, a man with a beard and mustache wears a grey suit and a red bow tie. In the center foreground, a young boy in a blue suit and a colorful floral tie looks directly at the camera. On the right, a woman with dark hair and a pink bow in her hair wears a light pink blouse and a pleated skirt. A dark blue rectangular box with white text is overlaid on the image.

# The Swag Boss, Bow Tie & Business

Ashley Foxx Davis is an author, educator, artist and Memphis native. She's been featured in Glamour, Ebony, and Essence magazines; Blackenterprise.com; TheRoot.com; and BET.com.



The 18-year-old Memphian has been running his bow tie and pocket square business, Mo's Bows, since he was 9 years old. At 11, he appeared on ABC's show Shark Tank, where he got an investment deal and mentorship from Daymond John.

After trading bow ties for rocks on the school playground, Moziah's strong fashion sense led him to start his own company at nine. With his mother's help and retired seamstress grandmother, Moziah began selling bow ties on his website ([mosbowsmemphis.com](http://mosbowsmemphis.com)) and in Memphis retail stores.

His colorful, handmade ties quickly made an impression on major networks. The young fashion mogul made rounds on the Steve Harvey show, the today show, Oprah magazine, Good Morning America, and eventually, shark tank.

### **How do you balance it all — being a student, business owner, and just Mo?**

Having my Mom and I set a schedule of when I do things helps me to balance it all. I also have a positive circle around me because sometimes when you surround yourself with negative people it makes you feel like you're not worthy enough or you're doubting yourself a lot. Because I have a lot of positive people around me, it's pretty easy to stay on track and stay on task.



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**Your family has been integral to your journey. Your grandmother teaches you how to sew, and your Mom guiding you as a manager. What has that been like?**

That has been pretty great but also pretty crazy because I am also a teen that's growing up. Balancing those two things can be pretty tough, but I think we've got it all together. We'll have family meetings just so we can make sure we're all on the same page. Having that positive circle — my best friends, my close cousins, my Mom — really helps with balancing everything.

**How do you define success?**

Well, I define success with being content with your lifestyle and being happy with how far you've come. I think I am pretty happy, and that's not just based off of money and accomplishments but because I've been able to inspire so many people to accomplish their dreams.





**Why do you think it's important for kids to learn about entrepreneurship?**

The younger you start, the more time you have to figure out what you really want to do. You don't want to get older and be stuck wondering, 'Well, I don't know what I want to be' or 'I don't know what I want to do.'

**What is your most memorable moment as a Self Made Scholar?**

I think my most memorable moment was definitely getting a call from Tommy Hilfiger. I didn't answer at first because I thought it was another customer and I'd have to call them back. Basically, he was saying that he loved my ties, especially the red, white and blue one, of course, because that's his theme. He was just telling me to keep going and to always believe in myself. That just really stuck with me.

Later, he invited me to his office and his staff showed me around. It was just great! I got to see so much that lots of young designers can't even imagine. It was a really memorable experience!



**How did the idea for your book come about?**

When I was younger, I wished I had a book to help me through all the wrongs and the rights of business and to give me some advice. I figured that the next generation that comes after me would benefit from this book because it would give them the do's and the don't's of the business world. It would be a starting point for anyone who wants to work toward a goal.

You call this book a 'pattern' for other budding entrepreneurs. What nuggets of wisdom can readers glean?

Readers can learn the BOWS of Business. It's an acronym I came up with to help anybody with a goal, not just young entrepreneurs. The BOWS of business are: Believe in yourself, take the Opportunity to give back, Work hard and study hard and have Support from friends and family.

**What's next for you?**

I plan to look at different colleges. I don't know if I want to go to New York or California. Also, creating a fashion line has always been a priority and on my wish list. For Mo's Bows, I am going to keep working on new prints and new fabrics to keep my customers interested.

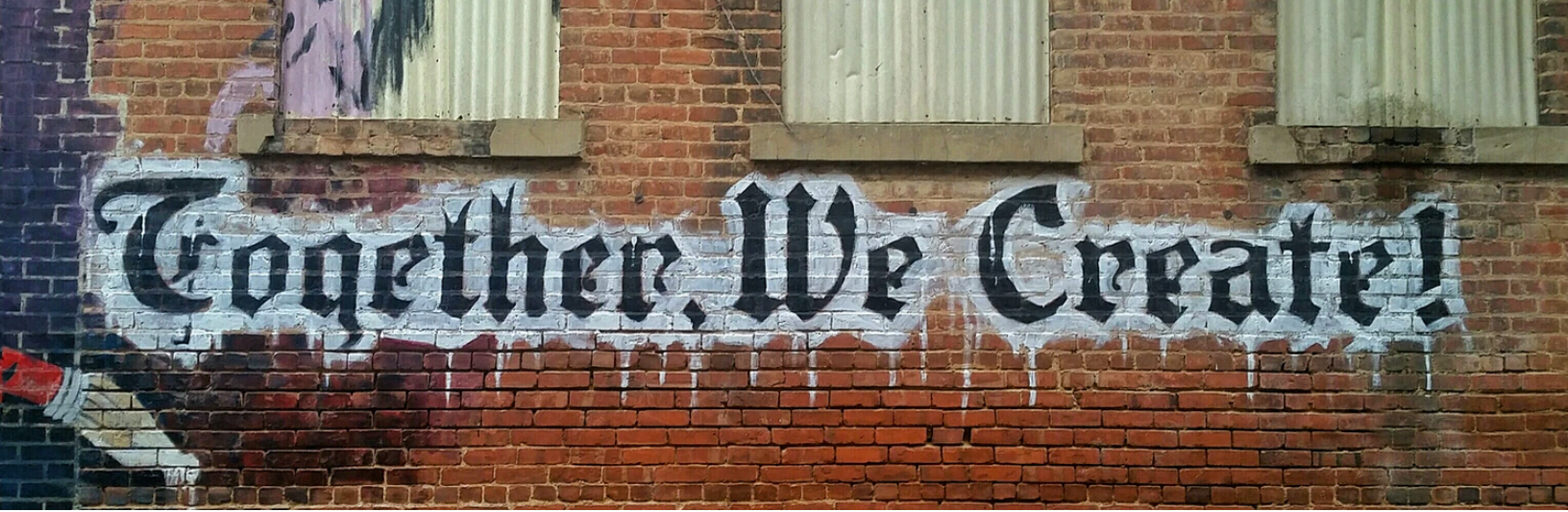




**TOPGOLF**







## Teen Founders Who Are Building Big Businesses and Making Big Money

Today's Self Made Scholars are already hard at work, building everything from delivery apps to robotic kits to sustainable fashion brands.



**Arya Mathew, 21**

Co-founder and CEO, Nature's Label

You probably don't think much about those little stickers that come on produce, but they represent a potentially big problem. "Our journey began when one of our team members accidentally swallowed a plastic product sticker," says Arya Mathew, CEO of Nature's Label.

"We determined that while relatively safe to consume, these stickers have a much more concerning impact on the environment." In fact, each year, avocados, oranges, and bananas sold in the U.S. are labeled with enough plastic stickers to wrap around the Earth 1.6 times — and their presence forces nearly 15 percent of compost to be thrown into landfills.

Now Mathew, along with cofounders Sophie Ye, 20, Khoi Ha, 21, Alyssa Mell, 21, and Siddhant Jain, 21, are creating a solution called Nature's Label: eco-friendly stickers made of rice paper, wax, and a compostable adhesive. They're all undergrads at the University of Washington and Seattle University, and they're being funded in part by a recent \$10,000 win at Seattle University's Harriet Stephenson Business Plan Competition. "Bringing an idea to reality is not easy," says cofounder Mell. "We've learned to use feedback and criticism as fuel rather than discouragement."



**Katherine Allen Founded Flo Recruit at The University of Texas at Austin with Atreya. Currently growing the business in Austin, Texas.**

Flo Recruit was designed to help companies secure top talent at recruiting events. "We had a road map of where we would be at the end of 2020," says cofounder Atreya Misra. But of course, COVID-19 put a halt to all events — job fairs included. "We basically had to start from scratch."

It's a position most entrepreneurs were in this year, forcing them to refocus on the value they offer — and then to rebuild for how to be valuable now.

That came naturally to Flo Recruit because it had gone through the reinvention process once before. The concept began five years ago, when cofounder Katherine Allen was in the basement of her sorority house at the University of Texas, sorting through stacks of pledges' résumés. "You're trying to put together groups of members who might like each other because they have to talk during a party for 20 minutes," she says. "It just felt ridiculous because there are literally more than 1,000 potential new members at UT."

Allen was a mechanical engineering student and figured she could build a more efficient way to recruit. She drew up wireframes in her journal, then went looking for a developer to make the product. She found Misra, a junior at the time.

The two soon started selling their software mostly to Greek-life organizations. "Then the light bulb went off," says Allen. "We saw there was a much bigger opportunity: employers." At big college recruiting events, headhunters are so mobbed that they struggle to keep track of whom they've met.

By 2019, Flo Recruit had grown into a platform that helps businesses track, research, and hire candidates they meet at events. The company completed the accelerator Y Combinator, raised a seed round of more than \$1 million, and attracted some of the nation's most prominent law firms as clients. When COVID-19 hit, Allen and Misra worried the company was done for — and then, once again, realized they faced a massive opportunity. "This has forced people to become comfortable with remote interviewing," says Allen. "We want to be the leader that provides a virtual solution before they even know what that's supposed to look like." With its new virtual products, Flo Recruit is now on track to triple last year's revenue.







# Access to Opportunity

Theo Fowles is the co-host and co-creator of the recently launched interview series, the Black Social Capital Podcast.







**"We are true to our creed when a little girl born into the bleakest poverty knows that she has the same chance to succeed as anybody else."  
— President Barack Obama**

America is not yet the country it strives to be—a place where all who are willing to work hard can get ahead, join a thriving middle class, and lead fulfilling lives. Our country derives much of its strength from its core value as a land of opportunity. But, today, economic mobility is actually greater in several other countries. Despite this challenge, we know how to work toward the solution: access to a world-class education can help to ensure that all children in this country with dreams and determination can reach their potential and succeed.

**You say that regardless of a person's background or position, "everybody has some sort of social capital." What do you mean by that?**

Everybody has to start with their own network. For some people, those networks extend into people in high profile positions. For others, it's more friends and family. I would say your corps is one of your strongest networks because of the way it's structured, and I would encourage you to tap into some of the smaller networks within the corps. The way you build your social capital is person by person. Think about reaching out to folks you may know who are also interested in education and technology, or teaching and policy.

And don't look at anyone else's network. At the end of the day, comparison is the death of all things. What I've learned in my own journey is that there's no right way to get to exactly where you want to be. Even with people who seem to have large networks, it doesn't mean that they're using them to the best of their ability or to do the most impactful work. It may just mean they have a lot of followers.



**What's your advice for using your social capital to build a career that connects with your passions and purpose?**

Well, one of the things that I like about the moment we're in is that you really have the opportunity to stand on your beliefs and say, "Hey world, these are the things I'm excited about." In previous generations, people might have said on their LinkedIn page, "I'm interested in medicine, or technology, or the policy pathway." But now you can just be very upfront about all the connections you're making and all the ways you want to collaborate and put it on a platform for people to see.

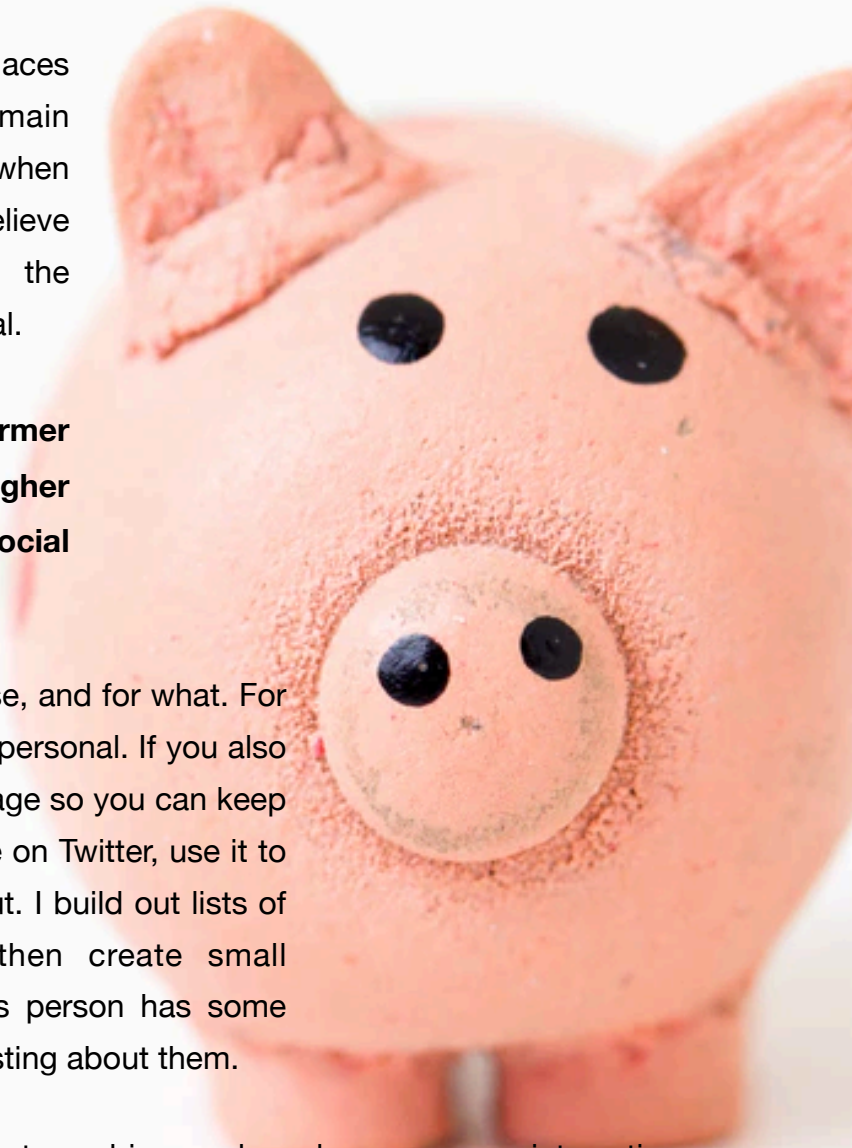
I'm passionate about building communities. I'm really interested in technology and how that shapes communities. I'm passionate about platforms for Black people and people of color. I've built all those skills that are a part of my narrative, and I put them at the forefront of how I present myself.

It used to be that people's job titles or their places of employment or campuses were their main foundations of social capital. But in a time when people and the jobs they do are all in flux, I believe we've come to realize that our skills and the interests we bring to the table are our real capital.

**You did your doctoral research on how former foster youth use social media to navigate higher learning. What's your advice on using social media to build your social capital?**

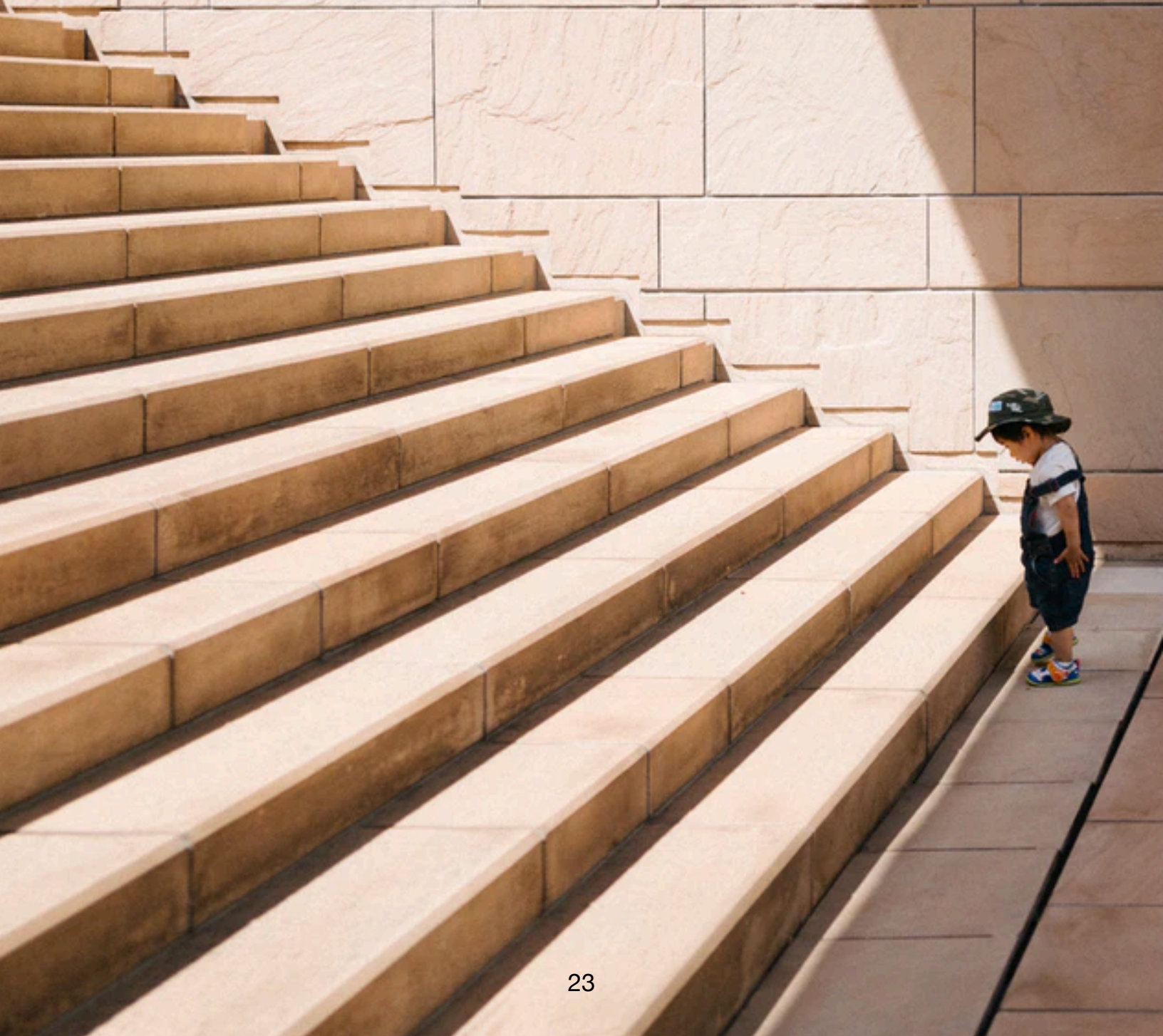
Be very purposeful about which platform you use, and for what. For a lot of people, Instagram is their go-to, but it's personal. If you also have a business, create a separate Instagram page so you can keep your sanity and grow in a different way. If you're on Twitter, use it to create those small groups we were talking about. I build out lists of people I follow in specific sectors and then create small communities by engaging with them: Hey, this person has some good ideas, I'm going to invest some time in posting about them.

Or let's use the example of LinkedIn. Say you're at a webinar and you hear someone interesting you know you might want to work with. I'll send them a LinkedIn message while they're still on the panel and say, "Hey, I enjoyed your presentation today, I'd like to find a way to collaborate." Take action right in the moment, and then follow up with something more specific to solidify those ties.





# Figuring Out Where To Start





It's time to stop waiting.

Waiting for somebody to give you an opportunity. For the right moment.

Waiting doesn't get you closer to success. Starting does.

Don't expect to get it right the first time.

Break from the mindset that your first attempt needs to be successful. It's not going to be.

You're probably going to fail.

That's fine.

Thinking you need to do something right the first time you do it will paralyze you.

Accept that things won't go as planned and recognize that the sooner your first time, the sooner your best time.

Start today.

Action is ALWAYS better than inaction.

Be someone who does things, tries things, and pushes forward.

Be the one who always does, not the one who only dreams.

It's scary to take action. It's risky. And it's required.

Even a step backward can teach lessons that move you forward.

You won't get anywhere if you stand still.

### **Learn from your mistakes.**

Mistakes are only a problem if you don't learn from them.

When something you try doesn't work out, analyze and adjust. That's how you improve and get where you want to go.

Mistakes are opportunities. Don't ignore them.

When you recognize that, you'll be on your way to figuring it out.



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**CELEBRATING  
SCHOOL SUCCESS**



## **Surprising secrets to school success**

The research is in, and the keys to school success might surprise you. Check how many of these things you're already doing (and which you need to start).

After a busy day, dinner, and getting the kids to bed, heaven forbid if sifting through a stack of parenting studies isn't the first way you choose to unwind!

Still it's a shame to miss out on what science can tell us about raising happy learners. In the interest of your sanity, we've gathered eight extraordinary, somewhat counterintuitive findings of fostering children's success. Try them and report back to us — we'd love to know how they worked for you!



## **Praise the work, not the wit**

Not all positive reinforcement is, well, positive. Numerous studies have shown that children praised for their work ethic are better at solving critical thinking problems than those praised for ability. Those honored for effort were almost three times more likely to focus on learning than "looking smart."

## **Minimize your unexcused absences**

Research has shown that you should make the extra effort to be physically present in your child's classroom. In fact, attending class meetings and volunteering at school better predicts literacy development than your family's income.

### **Use the TV to channel critical thinking.**

Let's face it — prying our kids away from the TV is no small feat. New research shows that we might be better off using this habit to facilitate learning. Try muting the commercials and asking your child simple questions while she watches TV. What just happened? What do you think about that? These questions teach children to be effective critical thinkers and communicators.



### **Attend to the body and wake up the mind**

The body-brain connection is far from fully understood, but research suggests that children's learning abilities are inextricably tied to physical vitality. When 33 schools in Ontario, Canada, participated in a program called Living School aimed at increasing student's physical activity by about 20 minutes a day and improving nutrition, some schools bellyached about lost class time. But in the end, participating school showed enormous improvement. Overall scores climbed 18% in just two years. Third-grade reading scores alone shot up by 50%. Ontario's education experiment suggests that sometimes basketball practice facilitates learning as much if not more than another after-school tutoring session.

### **Child labor with a higher purpose**

According to new research, children of all ages who perform household chores gain valuable skills, which they can apply to school learning. In one study, children as young as two years old who performed household chores like matching socks or wiping up kitchen spills ended up having more-successful educational experiences and careers.



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# DREAM BIG

## PARENTING A SELF MADE SCHOLAR

BY DEREK LEWIS







Parenting, under any condition, takes a lot of work, patience, and effort. There's no "one-size-fits-all" approach that will work with every kid -- not even every kid in your own family. Each child requires their own unique parenting strategy, which may even change month to month.

Raising a Self Made Scholar has unique challenges and requires individually tailored time, attention, and thought. This group of students has amazing abilities in a specific field far beyond their years.

While a young entrepreneur's pursuits may seem to put him or her in a position to enjoy early and lasting success throughout life. They actually grow up at risk of burning out or suffering anxiety in their quest for achievement and may one day regret not having a "normal" childhood.

Even if a child enthusiastically and joyously immerses himself or herself in developing and exploring extraordinary talents, a day will come when the playing field evens up a bit. It's one thing to be a 10-year-old CEO; it's another thing to be a 40-year-old whose talents are roughly equivalent to other same-aged high achievers.

It shouldn't have come as a surprise when 5-year-old Autumn de Forest picked up a spare paintbrush and an extra piece of wood while her father was staining some furniture one day in the garage. After all, she was born into an artistic family. But when he turned around a short while later to see Autumn's finished product, even he was quite surprised.

# TRUIST



Since then, Autumn's parents, Doug and Katherine, have given their daughter access to the materials that would allow her to fully express her artistic talent, including fine-arts supplies, large canvases, and quality oil paints. And by the time she was just 8, Autumn's works were already selling for as much as \$25,000. They were being featured at exhibitions and auctions around the nation.

While Autumn's parents have made a great effort to encourage and gently guide their daughter's talent, they've also made sure she engages in plenty of age-appropriate activities. She paints daily for at least an hour or two, but plays with her Barbie dolls, watches reruns of "I Love Lucy" and romps around with her standard poodle, Ginger. She also plays with friends, goes to school (where she enjoys art classes, even though, she says, "They don't really do abstract in school"), and lives within healthy boundaries required of any 8-year-old child. The world of art and achievement, according to Autumn, is no more or less important than the world of Barbie dolls and playgrounds.

When it comes to facilitating their child's talents, Autumn's parents try to make sure her feet are firmly planted on the ground. At the same time, they also teach her to respect the art she creates and the process through which it's created. Boiled down, they say there are three essential steps to take with a Self Made Scholar regarding his or her talent: setting goals, creating victories, and developing the skill set. By making early connections between effort and reward, Autumn can take great pride in showing off her work at exhibitions to both children her own age and art collectors alike.







# Increasing Your Engagement Rate on Your TikTok Videos



If you're still wondering whether TikTok might be worth it or not, you better speed up your decision-making.

The Chinese video platform is steadily gaining popularity, and thousands of entrepreneurs and businesses are already making good use of the organic reach they can gain.

Compared to oversaturated platforms like Facebook and Instagram, TikTok is still fresh and a rising star.

Yes, the audience is a younger one, but remember that Facebook initially started as a platform for students.

So far, every social media platform was first used by younger generations, until finally, the parents and older generations got aware and joined Facebook, Instagram, and etc.

If your target audience is women aged 65+, TikTok might not be your go-to-place.

But if you're targeting younger generations, Gen Z or millennials, investing in building a presence on TikTok might be the best choice you can make this year.

Every day, more and more businesses and entrepreneurs join the trendy app and make use of the enormous organic traffic they get.

TikTok is rising quickly, and if its growth continues, you might soon be too late to join the party.

Just think of Instagram: Those who started growing their audiences early on and posted regularly before anyone else was doing it are today's winners. It's the same with writers on Medium or video creators on YouTube. The early adopters always win.



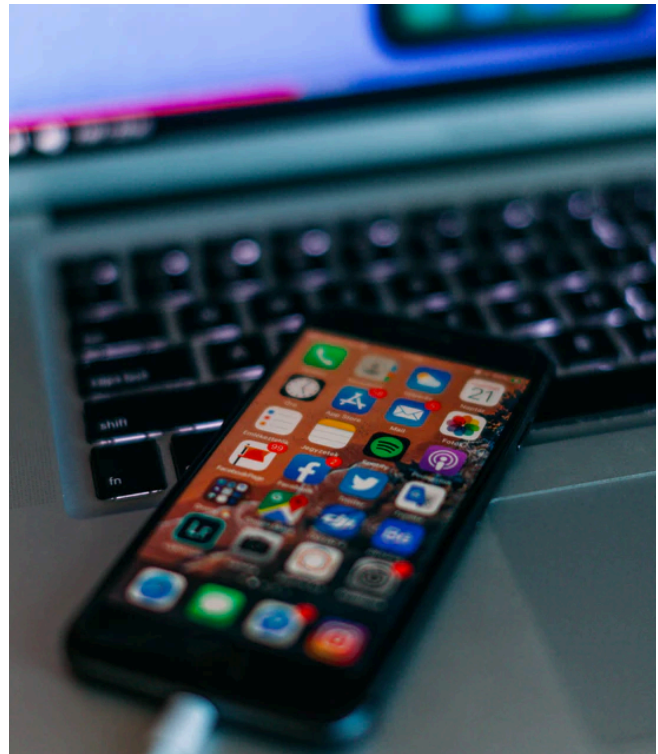


Those influencers get the big cooperations and the brands that make huge sales through social networks.

Compared to other social media platforms, TikTok still bears a huge potential to quickly grow your online presence. As the amount of content produced is still low, TikTok helps content creators by giving their videos substantial organic reach.

Additionally, creating TikTok content is easier than you might think. While taking the perfect Instagram shot might take lots of attempts and equipment, and educational TikTok video can be created in a few minutes.

“TikTok provides a framework that makes it easier for people to create — especially if they don’t know what else to do.”  
— Gary Vee



While getting organic traffic and reaching thousands, if not millions, of people is far easier on TikTok than on other social media platforms, there are, of course, some tips and tricks that can help to boost your traffic even more.

Just like on any other platform, the engagement rate plays a significant role on TikTok.

The more people watch, like, and comment on your videos, the more people will see it.



### **The Share Button**

The next powerful way to boost your engagement and get more organic reach on TikTok is through the share button.

Whenever someone shares your TikTok video on other platforms, TikTok rewards your profile with more engagement.

Thus, it's also important to share your own videos on other channels such as Instagram.

Suppose people from Instagram click on your TikTok video and open the TikTok app because of your video. In that case, the algorithm again favors your account.

The more people who share your videos across other platforms or via direct messages, the bigger the chance that your content goes viral and reaches millions of people.

### **Mysterious Videos**

Many creators produce strange videos that tease users.

For example, they pose questions but don't give the correct answer.

Suppose the curious community wants to get the answer. In that case, they need to either have a look at the comments, wait for the next video, or even jump over to the creator's Instagram or YouTube channel.

These videos that trigger people and leave them curious tend to go viral and reach the masses, especially if it's unique and something that people really want to know.



## High-Quality Footage

One of the few features almost all viral posts on TikTok have in common is high-quality footage.

The odds of a blurry video going viral are close to zero. Posting high-resolution videos increase the chance of your videos being seen.

Users like bright, aesthetically pleasing content across all platforms, and on TikTok, the first milliseconds of your video might decide whether it gets a lot of views or none.

Most smartphone cameras these days are already great. So the video quality on them will be good enough for TikTok. Also, make sure to have good lighting and good sound quality if you're talking in your videos.

If you don't have access to proper daylight or prefer recording your videos at night, investing in softboxes or buying a light ring might change your TikTok game.

## Consistency

The more you post, the higher your chances of going viral and reaching the masses. Like any other social network, persistence pays off on TikTok and leads to higher engagement levels.

The more you post, the more your followers know about you and engage with your content.





# The Self Made Game

[selfmadescholars.com/Play](http://selfmadescholars.com/Play)

Many of the world's richest billionaires built their wealth from scratch.

Entrepreneurs are a rare breed. It takes a heterogeneous mix of confidence, risk tolerance, self-discipline, determination and competitiveness to start a business and see it through to success.

To be self-made means to rise from the ground floor. There are only three things you need to start a business — a small amount of capital, a strong work ethic and persistence.





**STEAL THESE IDEAS INSTEAD**







If you have an idea that you think is the greatest idea the world has ever heard, chances are, so has someone else. The difference that makes the difference is if you can actually carry it out and put it into existence. Raise your hand if you've stopped what you are doing to create a new business from someone else's idea. No? It's because starting a business takes an enormous amount of time and resources. People don't just drop what they're doing to steal your idea, and even if they did - they won't do it the same way you would.

So here's my advice for anyone who is worried someone else will steal their idea: Start talking about it.

I don't mean call up everyone you know and start telling them about your idea. You will more than likely feel very discouraged by the end of it! I mean, start talking about it to people who can give you a real insight into the industry you are trying to break into. These people have successfully run businesses that can mentor you or anyone else of influence that can give you real guidance and advice on getting started.

You'll be energized by what you find out, about the possibility of actually doing it, and your idea starts to take form. It starts to feel real. I can almost guarantee that none of the people you will be speaking to want to steal your idea. You'll find instead, that they'll most likely want to help and cheer you on. Don't deny yourself.

Steal these ideas instead.

C H A R L O T T E  
**KNIGHTS**™



Invent a to-do list timer clock like a chess clock. It shows the next thing on your list and counts until you hit it for the next task, starting a new timer. Bluetooth, so it integrates with Harvest or other time-tracking project management software.

**The Yell Cone.**  
Studies show yelling released endorphins into your brain stream reducing stress and increasing happiness. This cone mutes even the loudest scream. For podcasters, warm up your voice and sound great or just de-stress. Release your primal scream, silently.

**QR Code Killer.** An app that takes a picture of a number (i.e., a highway billboard) and reads the phone number and calls. Solves the problem of trying to read phone numbers on the go (real estate sign).

Start a blogcast company, a service that records blog posts into audio. For people on the go, they can't always read good content. By recording content into audio, you can give commuters the chance to learn on the move.

**Happiness test.** Make a test that asks you questions in the various areas of life, such as: emotionally, spiritually, professionally, relationally, physically. By reading the seven questions, the user is left with a final average out of 10 that indicates their overall happiness level on a scale from 1 to 10.

**Waterproof bluetooth earbuds -** swimmers can listen to audiobooks and music as they swim laps.

A t-shirt that says: "Down For Some Pickup." People wear it at the park so other people know to approach them to ask them to play sports.

Get your Myers Briggs personality tested by playing a first-person shooter video game. How it works: upload a minute of gameplay and fill out a short form, returns a personality assessment based on how you play the game. Actually, upload any first person shooter clip, it gets analyzed, and results are emailed to you.

# COMPANIES BY SELF MADE SCHOLARS







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SELL THE STORY, NOT THE PRODUCT



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