

Where do ideas come from?

1. Ideas don't come from watching television
2. Ideas sometimes come from listening to a lecture
3. Ideas often come while reading a book
4. Good ideas come from bad ideas, but only if there are enough of them
5. Ideas hate conference rooms, particularly conference rooms where there is a history of criticism, personal attacks or boredom
6. Ideas occur when dissimilar universes collide
7. Ideas often strive to meet expectations. If people expect them to appear, they do
8. Ideas fear experts, but they adore beginner's mind. A little awareness is a good thing
9. Ideas come in spurts, until you get frightened. Willie Nelson wrote three of his biggest hits in one week
10. Ideas come from trouble
11. Ideas come from our ego, and they do their best when they're generous and selfless
12. Ideas come from nature
13. Sometimes ideas come from fear (usually in movies) but often they come from confidence
14. Useful ideas come from being awake, alert enough to actually notice
15. Though sometimes ideas sneak in when we're asleep and too numb to be afraid
16. Ideas come out of the corner of the eye, or in the shower, when we're not trying
17. Mediocre ideas enjoy copying what happens to be working right this minute
18. Bigger ideas leapfrog the mediocre ones
19. Ideas don't need a passport, and often cross borders (of all kinds) with impunity
20. An idea must come from somewhere, because if it merely stays where it is and doesn't join us here, it's hidden. And hidden ideas don't ship, have no influence, no intersection with the market. They die, alone.

From Seth Godin's blog