

## The Idea in You: How to Find It, Build It, and Change Your Life

Martin Amor, Alex Pellew



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#### Take your passion and make it happen with *The Idea In You* by Martin Amor and Alex Pellew

Do you have an idea in you? A hobby, a project, a product ... something that could change your life?

*The Idea in You* is a bulletproof system for finding the right idea and shaping it in to a success - on your own terms.

With advice from the people behind the likes of Pizza Pilgrims, Parkrun and Decoded, *The Idea in You* will show you what to expect, how to think and what to do when launching your own venture.

Making your idea happen *is* possible - and it will be one of the most inspiring and energizing experiences of your life.

What are you waiting for?

'A wonderfully inspirational book that will help unleash your ideas on the world' *Michael Acton Smith, creator of Moshi Monsters* 

'Every great business starts with an idea . . . this book will help you find yours' Richard Reed, co-founder Innocent Drinks

'It seems to me that many could-be creators simply lack support in their lives, someone genuine who listens to their ideas and pushes boundaries to make it all seem possible. Alex and Martin must recognize this, too, because their book is a generous offer of encouragement and spirit, a drum beat that stirred my creative confidence' *Zach Klein, co-founder of Vimeo* 

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