

GREAT PROFIT IDEAS

GPI 032 - Focus groups will not generate a new revolutionary product; they may however sprout improvements to your existing products!

“It’s really hard to design products by focus groups. A lot of times, people don’t know what they want until you show it to them.”

– Steve Jobs

Do not assume you will get a brand-new product from a focus group. You will get ideas on existing items with which everyone has experience and can easily imagine. New conceptual ideas and products come from entrepreneurs and even then, their first ideas are rough and brought back to earth by those realists working around them.

Use your focus groups to find refinements and slight changes to your existing items on the market that are already defined and known by the group. Ask hundreds of questions about products your group already knows, not those they do not.