



**Concept Builder: Five Business Models that Work  
for Any Business Plan; Transform your Idea List  
(The 3 Stage Business Plan for Aspiring  
Entrepreneurs - Book 1)**

*John Endris*

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Have you always wanted to start your own business yet never had the perfect idea? Whether you are an idea machine or struggle to find new ideas, this book will help you start building a great list of potential business ideas for your future enterprise.

In this short read, all of the key things you need to help you create a list of excellent business ideas for a great business plan are covered in a succinct way. It won't take you long to learn how to use disruptive business strategy from the simple examples of the five most common business models included in this book.

This is not a self help book, and only contains actionable content designed to help you actually build your business idea list.

Here are a few things you will be able to use right away....

- How to define an industry
- How to find a niche market
- Tools and techniques for developing a competitive edge
- Learn how legacy firms are disrupted
- Ways to grow your business idea list

This is book one of the "The 3 Step Business Plan for Aspiring Entrepreneurs" series.

Book 1 : Concept Builder: Five Business Ideas that Work for Any Business Plan; Transform your Idea List

Book 2: From a Thousand Ideas to One: Pick the Right Idea for Your Startup; A Proven Technique for Writing a Quick Business Plan

Book 3: Bulletproof Business Plan: Make your Proforma Financials Stand Out; How to Get Investors Interested

Author Profile:

John Endris is a business strategy advisor who specializes in helping people to achieve their fullest potential. He has worked in finance for almost a decade, and has also built a small business from scratch. John earned a Bachelor of Science in Business and an MBA from St Mary's University.

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