
Some of my best ideas are stolen.

I admit it. I'm a crook. With intent to appropriate and imitate I scour the world (and the internet) looking for great ideas that I might recycle, rearrange and pass off as my own.

But I don't feel guilty for a minute. Because, like Robin Hood, I share what I steal in service to you... and I encourage you to do the same.

I call it "finding inspiration from the wisdom of those who came before"

For sure, my instincts and skills in marketing psychology are inherent... they've always been part of my personality and are the reason I was attracted to the communications business in the first place. But perfecting those skills, adding to my knowledge bank and finding inspiration is often the direct result of studying the wisdom of the masters.

I look at great ads... I read great books... and I pay attention to, and collect, those wonderful insights used by the world's leading authorities to inspire and motivate.

Steal the right stuff.

Making use of the ideas of others is a good thing... as long as those thoughts can inspire greatness and offer actionable ideas you can use.

I'm in the process of using some of those thoughts right now to help a client I'm working with inspire and motivate his workforce.

I've collected a bunch of inspirational quotes and we're going to stencil them on their walls so that every day their employees and visitors will "get with the program".

Even the idea of doing that was stolen -- you've seen quotes stenciled on walls before, haven't you?

But hey, it's a great idea. So what if it's been done before? It works... so why not steal it?

I stole these from them, and you can steal them from me.

To bring our project to fruition, I spent hours and hours searching for the just right quotes to decorate with. Some of them are so good, I might even use them in our own digs.

Here are a few of the best. Want to use them too? You can -- with the world's permission -- as long as you attribute the source. [So you won't be labeled a dirty low down crook ;-)]

"Imagination is more important than knowledge." -- *Albert Einstein*

"Success is going from failure to failure with no loss of enthusiasm." -- *Winston Churchill*

"When you reach for the stars, you may not quite get one, but you won't come up with a handful of mud either." -- *Leo Burnett*

"An essential aspect of creativity is not being afraid to fail." -- *Dr Edwin Land*

"Quality is remembered long after the price is forgotten." -- *Gucci family motto*

"The ability to learn faster than your competitors may be the only sustainable competitive advantage." -- *Arie De Geus*

"When two men in business always agree, one of them is unnecessary." -- *William Wrigley Jr.*

"Leaders keep their eyes on the horizon, not just the bottom line." -- *Warren G. Bennis*

"Be everywhere, do everything, and never fail to astonish the customer." -- *Macy's Motto*

"To accomplish great things, we must not only act, but also dream; not only plan, but also believe." -- *Anatole France*

"The best way to get a good idea is to get a lot of ideas." -- *Linus Pauling*

Want some more?

Try <http://www.quoteland.com> or <http://www.famous-quotations.com> or one of the many other quotation sites and go steal some for yourself.

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