

Finding the Right Business Idea Worksheet

1-Define Your Vision:

Ask yourself these questions to help write your life vision

- What would you do if you had the money and time to do whatever you want?
- How do you see yourself when you daydream? (where are you, who are you with, how do you look, how do you feel?)
- What kind of people do you spend time with?
- What do you want to do, learn, and be a part of?
- Describe an ideal day. What needs to be part of that day?

2-Find Your Purpose and Passion:

Answer these questions to list your passions and find your purpose.

- What are your interests?
- What do you read and learn about?
- What do you do in your spare time?
- What are you absorbed in so deeply you don't notice time passing?
- What would you like to study more?
- What work do you do now? Is it enjoyable or a burden?
- What talents and skills do you have?
- What special knowledge do you have?
- What are you passionate about?

3- Write down 3 business ideas that fit into your vision, passion, and purpose. Validate these ideas with these questions.

- Who is your audience?
- What is the problem they need to solve?
- Are they willing to pay to overcome their problem or satisfy a need?
- Is there competition? Who is your competition?
- Can you offer a better product or service?
- How can you provide a better service, or put a different twist on it so people see you as the better solution?

