

“Visualize a way to make a specific part of your world a better place for all those living in it and not just yourself. No matter how great your business concept is, it can only attain true commercial success if it is beneficial to more people than just you.”

Michael C. Fanning

## YOUR POTENTIAL BUSINESS

Have you ever dreamed of being a business owner? Well, here's your chance to give it some more thought. The world needs business owners just as much as we need worker bees, so put on your thinking cap and have at it! This section will help you think about the products and services that you feel are missing in your community (or the world) and will encourage you to include your solutions in your ultimate life vision. Again, it doesn't matter if you are 15 or 65! We need innovative thinkers of all ages, so see what you can come up with!

Clue #1: What idea have you often thought about that could potentially turn into a new business?



**Example:**

***Could you provide a service that people need? (Food service, financial tax help, ministry, caregiving, home design, teaching, handyman service, fitness or nutrition counseling, computer services, tutoring, organization, lawn care, customer service)***

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Clue #2: Have you found a solution to a common need?

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Clue #3: Have you dreamed of, created or invented a new product? Is it a sellable product?

**Consider:**

**What does it do?**

**What is it for?**

**Who would buy it?**

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Clue #4: Think about a product or service that you and others complain about. How could you improve upon the design or do it differently?

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“People don’t care about your business, they care about their problems. Be the solution that they’re looking for.”

Melonie Dodard

Biz clue #5: Is there something that YOU need that no-one sells?

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Biz clue #6: What is holding you back from taking the first step toward starting a business.

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“Dream big, start small, but most of all, start.”

Simon Sinek

Biz clue #7: Who could help you with your idea?

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Biz Clue #8: What are some of the things you would need to do to begin?

***Consider:***

***How much would it cost?***

***Who is your potential market?***

***How would you market the product/service?***

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“When you do it, you are not another dreamer.”

Hockson Flain

## YOUR BUSINESS SUMMARY:

Take a few minutes now to review your thoughts on starting a business. As always, be looking for a theme or thought pattern to emerge from your answers.

As you answered the questions:

A: Did you keep coming up with a similar product or service each time? If yes, list it here:

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B: How do you think you would market your product or service?

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C: Do you have the mentors and resources in place to get started? List them here:

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Now, in a few sentences, summarize your business idea(s)! Write about your discoveries and insights from this section. We'll revisit each summary at the end of the series.

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“There are no secrets to success. It is the result of preparation, hard work and learning from failure.”

Colin Powell