

# Finding the right small business idea: Three questions to guide your decision

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## What am I passionate about?

Reflect on your passions, interests, hobbies, and loves. During this brainstorming session, jot down anything and everything that you feel passionate about.

Even if you can't see a business connection yet, there are no wrong answers or bad ideas. Bonus: Ask a few close friends or colleagues what they think your most passionate about.

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## What am I skilled already at?

What are you really good at? What topics do you have some existing knowledge of? Whether it's been a formal career path for you or not, what are some areas where you really excel?

This could be anything from yoga to algebra—this is your chance to get it all out on paper in a single list.

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## Where is there a problem that overlaps?

Now, it's time to start connecting the dots to figure out what overlap exists between those two categories. Are there any that seem to complement each other?

This overlap might be blatantly obvious—or it might require a little ingenuity. Either way, challenge yourself to pair up items from both of those lists.

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## **Small businesses you can launch for free, work from home, or with little money**

1. Pet sitting
2. Dog walking
3. Product tester
4. Personal shopper
5. Travel planner
6. Tailoring and clothing repairs

## **Business opportunities if you have a product (or even just an idea)**

7. Farmer's market vendor
8. Etsy or eBay seller
9. Amazon seller
10. Ecommerce merchant
11. Dropshipping

## **Creative services for craftspeople or in technology**

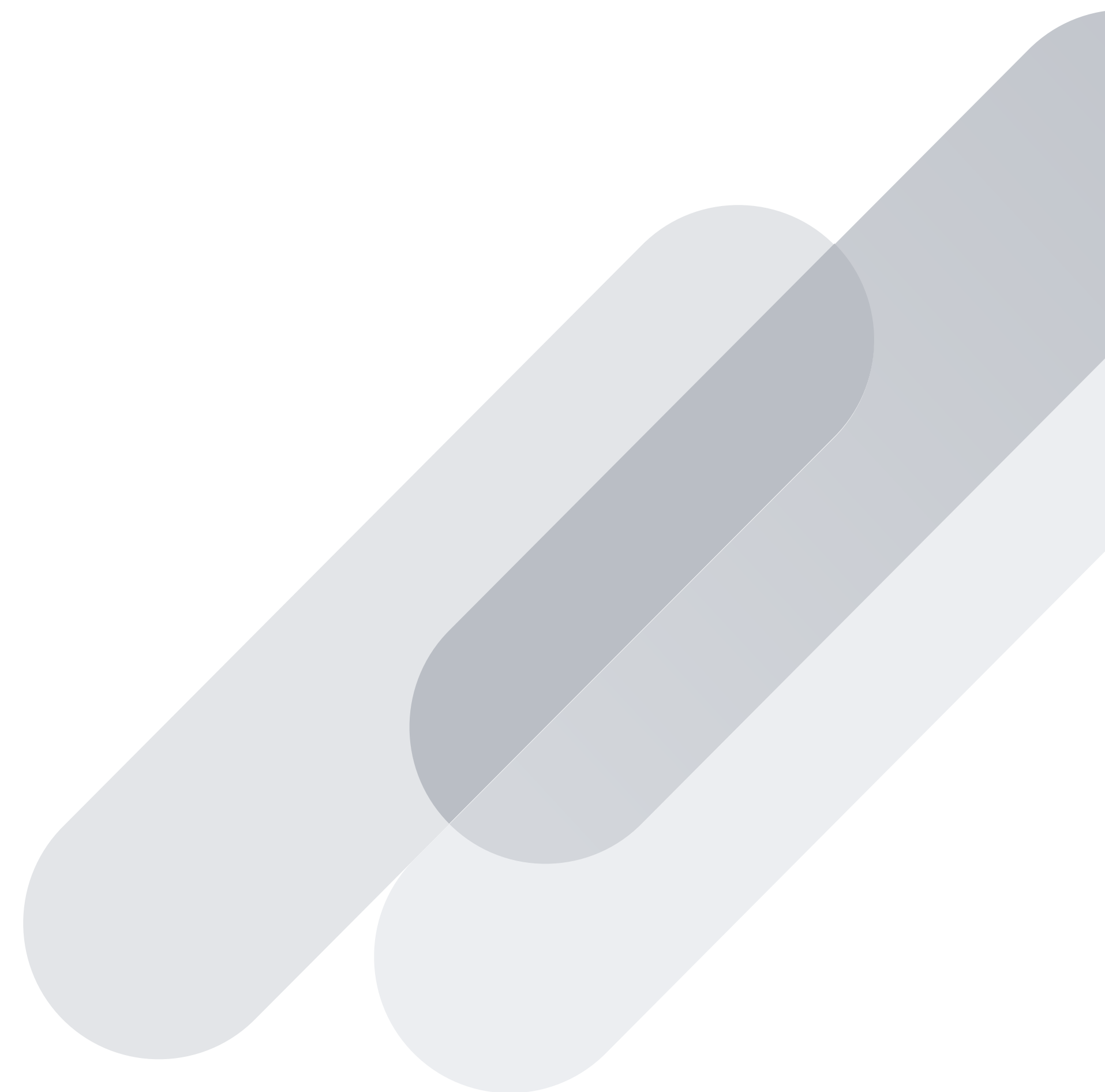
12. Photographer
13. Photo editor
14. Videographer
15. Video producer
16. Music teacher
17. Graphic designer
18. App developer
19. Website developer
20. Electronics repairing
21. Internet security

## **Online business ideas creating, editing, or marketing**

22. Blogger
23. Vlogger
24. Translator
25. Virtual assistant
26. Proofreader or copy editor
27. Freelance copywriter
28. Resume or CV writer
29. Social media marketing
30. Marketing affiliate
31. Sell domain names
32. Website flipper

## **Maintenance services that don't require a license**

33. House sitting
34. Cleaning
35. Car detailing
36. Landscaping
37. Handyman
38. Home staging
39. Interior designer
40. Refurbisher



## **Best businesses for people who love fun, food, and other people**

41. Tour guide
42. Tutor to children or adults
43. Event planning
44. Dating coach
45. Matchmaker
46. Meal planner
47. Meal delivering
48. Personal chef
49. Baker
50. Food truck
51. Catering service
52. Companion or caregiver

## **Professional services that require training or certifications**

53. Personal trainer
54. Business consultant
55. Life coaching
56. Bookkeeping
57. Accountant (CPA)
58. Home inspector
59. Property manager
60. Home contractor
61. Mechanic
62. Hairdresser
63. Makeup artist
64. Massage therapist
65. Real estate agent