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# **HOW TO CHOOSE THE RIGHT BUSINESS IDEA**

**PREPARED BY**

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LET'S KEEP IT SIMPLE

# This is all you need

## FIND YOUR PASSION

A small business can be low-cost to start, but demanding to run. Ensure you're pursuing business ideas and customers you'll love.

## KNOW YOUR STRENGTHS

Starting a business needs expertise. Impress people by creating a small business you understand.

## DETERMINE YOUR CAPITAL

There are plenty of low-cost business ideas out there, but you might need to spend money to make money.

## CONDUCT MARKET RESEARCH

Make sure you're offering services or products that people want. Only pursue small business ideas that are in demand.

LET'S KEEP IT DIGITAL

# Top 15 trending ideas

1. Become a virtual assistant
2. Run an online store with dropshipping
3. Start an online coaching business
4. Get creative with print-on-demand
5. Sell across multiple channels
6. Shift your brick-and-mortar business online
7. Create digital video content
8. Start your own subscription service
9. Do affiliate marketing
10. Launch your interior design business
11. Start a podcast
12. Publish your own book
13. Offer copywriting services
14. Start a graphic design agency
15. Provide remote consultation services

## SUCCESS LEAVES CLUES

# From idea to business

Need help? how about help from someone with 10+ years of experience that has repeatedly done it hundreds of times? Since I registered my business back in 2012 I've helped launch more than 200 businesses out of which a minimum of 100 are still live to this day. That's a 50% success rate (huge). Why do businesses that work with me have a competitive advantage?

facts: The #1 reason startups fail is because of unsteady cash flow. I'm passionate about what I do and make sure I provide the very best price for the solutions I offer. I believe that my rates are hugely underpriced taking into account the quality output where agencies with the same offerings charge 5-10x more but my goal is to stay on board and focus on long term profits when your business survives the cash flow stage and thrives. Depending on what you hire me and my team for, I can make sure you don't waste time on what doesn't work and focus on the things that do. I'll be the co-founder you always dreamed of having and stay on board as long as you and your business need me to... without taking any of your business shares :)

Note: I'm not saying I'm the reason businesses succeed but if you are willing to put in the work I can be a great business investment and definitely make it easier for you to succeed. See you soon!

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