

FINDING A PROFITABLE BUSINESS IDEA



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Hi There,

My name is Beauty, I'm a Business Startup Coach

I'm thrilled that you're thinking about creating a business!

Your idea is a powerful asset to a financial freedom

With a business you can:

- *Leverage your time*
- *Help unlimited number of people,*
- *Increase your income, and*
- *Create multiple income streams for added financial stability.*



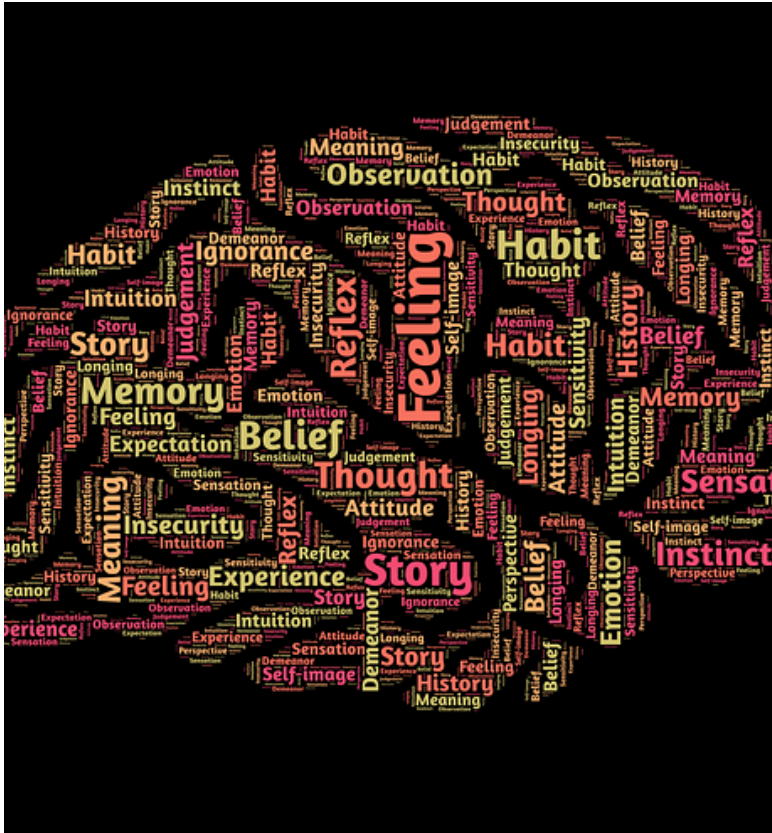
But before you can enjoy these awesome benefits, you have to create your business!

This is where people tend to get stuck and confused, so creating a business can be complicated and overwhelming.

It took me more than a year to birth my first business

So, why did it take me so long to create a business?





A couple of reasons that most individuals might be battling with:

- I didn't know the perfect idea to choose from.... Because they were so many, I spent lots of time researching on "how to create a profitable business."

- I wanted a perfect business from the start..... The problem with "perfect" is that you're never done. You can work,work and NEVER be finished

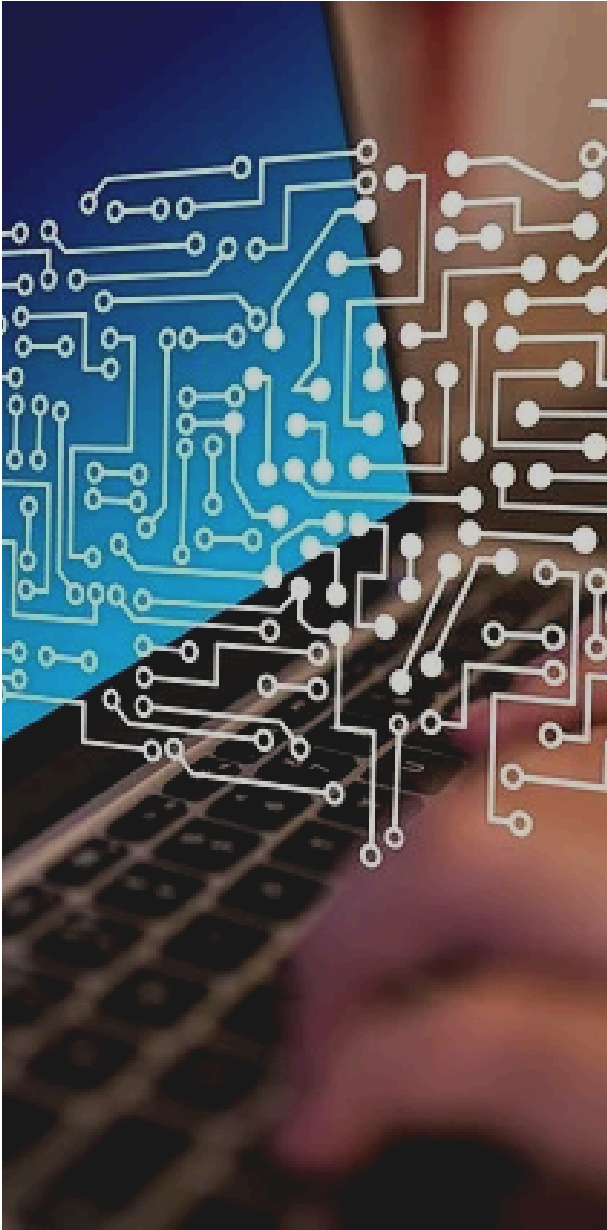


● **Identifying a business purpose....this is what keeps the business moving during challenges**

● **The fear of the unknown (Failure)... I had to build the courage, the main thing that you need to bring to your business is a flat out assurance to succeed. From the earliest starting point, you must be totally, 100% established that whatever you do is going to succeed, regardless.**

This toolkit contains 9 simple steps that you can complete in the next 3 days or less to get the first version of your business created.

Content

- 
- Choose a niche
 - What problem are you solving?
 - Who are your audience?
 - Name your business
 - Simple business startup outline
 - Hosting your business
 - Price your business
 - Get clients
 - Collect customers feedback

1. CHOOSE A NICHE

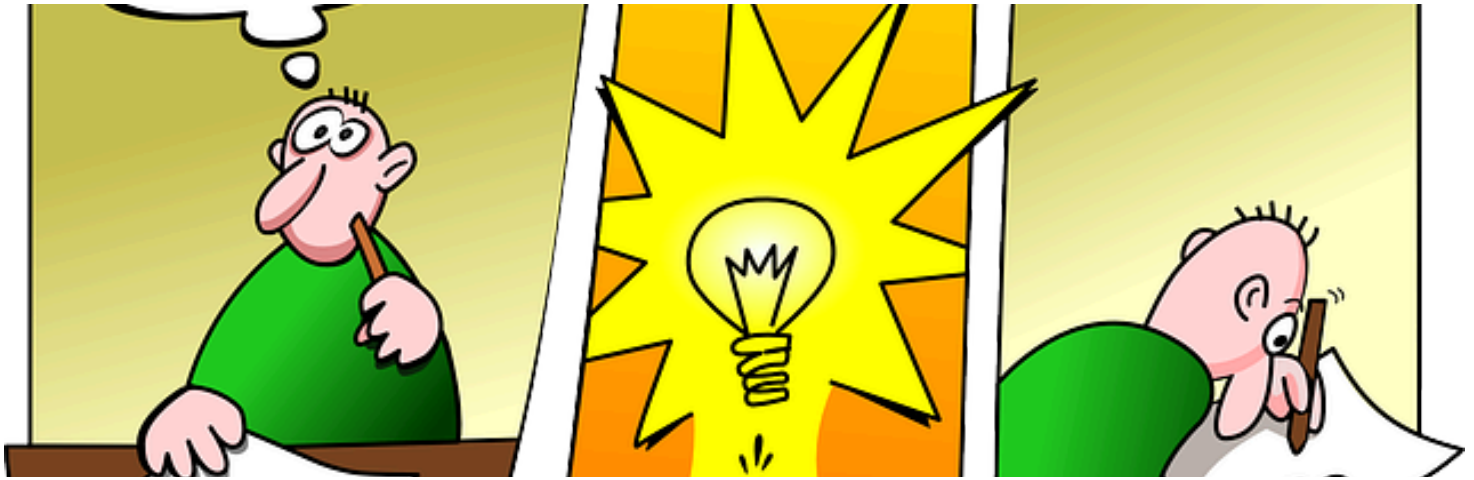


Think of what you can offer that will solve a specific problem

The initial move to choosing a specialty that is right for you is to consider issues and interest that you're generally enthusiastic about. By being enthusiastic about a specific issue, you'll be inspired to get familiar with it, show others and work in it consistently.

Among the essential issues when it bears on disappointment in business endeavors, is that an individual chooses a specialty that they figure others will be keen on, however they obviously have no interest in it themselves. Forestall this destruction directly from the earliest starting point by verifying whatever niche you pick is what you have an incredible interest in!

*You might have something in mind already.
If so, that's great!*



Examples

If you're struggling to come up with an idea or having trouble choosing from multiple ideas, check out these examples and also take a minute to work through this simple exercise in the next page.

- | | |
|-------------------------------|--------------------------|
| 1. Online Course creator | 10. Website flipping |
| 2. Stock photographer | 11. Content writing |
| 3. Email Marketing assistance | 12. Translation |
| 4. Membership site | 14. Virtual assistant |
| 5. Online tutoring | 15. Meal-to-go |
| 6. Sell DFY Template | 16. Wordpress support |
| 7. Print on Demand | 17. Social media manager |
| 8. Video production | |
| 9. Virtual dance studio | |

Get more information about the above niches here or click here lets help you brainstorm

Idea Assessment Exercise

The best business ideas are things that you're already interested AND have some experience with (in other words, you DON'T have to be a guru)

In Column A list 1-4 potential idea that you could create a business.

In Column B, rank your level of knowledge on a scale of 1-10.

In Column C, rank your level of interest on a scale of 1-10.

A. Ideas	B. Knowledge (1-10)	C. Interest (1-10)
1.		
2.		
3.		
4.		



Tips

It's often better to choose an idea that you have a higher level of interest in even if you have some knowledge gaps -- those can be filled through research and on the go trainings.

"Enthusiasm is hard to fake. Lack of interest will make it hard to focus on building your business". It will be obvious as you can't give what you don't have..

2. WHAT PROBLEM ARE YOU SOLVING?



If your business doesn't solve a problem, ease a pain point, or help someone make a transformation, you'll have a hard time scaling the business.

The best business solves one major problem or help audience achieve a specific transformation.



The value a business offers is what keeps returning customers. You need to find out the painpoint of your ideal audience and tackle it at the right spot.

What problem does your audience have?

Answer: _____

How will your audience benefit from your business?

Answer : _____

3. WHO ARE YOU SELLING TO?

While figuring out how to pick your specialty, it's essential to guarantee that you've an extraordinary thought of your "target" crowd.

By finding who's most appropriate as your audience, you'll have the option to supply content that will meet the necessities that they have, and school them on things of their anxiety

It's similarly vital to ensure that you're important for the audience that you're attempting to attract. This will ensure that you cover each aspect of your specialty and also relate on an individual level with others that are in similar market.



If you try to create a business for everyone it won't appeal to anyone.

You should create your business with a specific person in mind. This will impact your business style, your messaging, and your marketing.

Here are some things to think about to get you started:

Gender

Age

Interests

Goals

Fears/Concerns

Income

Job/Career

Other



Describe Your Ideal audience in a sentence or two....

Answer: _____

Describe audienc avatar..

Answer: _____

Remember that not all of your audience will fit the “ideal customer profile” that you created, but that’s okay.

This is a great exercise to help clarify your business idea before birthing your business to reality.

4. NAME YOUR BUSINESS

Your business name and tagline should clearly describe the problem or result that your business solves.

Bonus points: If you can include a realistic time frame for achieving the transformation or solving an audience's problem (this can be in the tag line.)

Examples:

***Blank Page to Self-Published in 90 Days**

***Get the right business in one click**

***30days From start to Finish**

Business Name:

Answer: _____

Try to come up with a tagline or subtitle. This is a "one liner" that describes the outcome of the solution.

Business Tagline:

Answer: _____

5. SIMPLE BUSINESS STARTUP OUTLINE [TEMPLATE]

Copy my simple startup outline template below to quickly organize your business launch.

Try not to overthink this, you might need to do more research, is up to you.



Step 1

Write down where your prospects are presently. What problem do they have? Why is it painful for them? Why do they want to solve it? What's at stake if they fail?



Step 2

What is the "best-case" end result that your audience will derive from engaging in your business? What will they be able to do? How will their lives be improved?



Step 3

What are the major steps or milestones that your prospect will need to reach the end goal? (big picture or high level view).



Step 4

What specific actions or steps will you need to solve the problem. What time is require to deliver the solution. (add in all the nitty-gritty details.)

Fill in the start/end points

Startingpoint:_____

End Point:_____





HOSTING YOUR BUSINESS WEBSITE/ BLOG

I highly recommend creating a website or blog for your business. It could either be free or paid using Wix, WordPress, Hostinger, or Dreamhost to host your site/blog it gives you a professional recognition..

A website makes it easier to deliver your message to your prospective customers without boundaries and its help create more visibility to your business.

I use Hostinger to host my business. I've been using them for some time and I highly recommend them. However, dreamhost is also a great option, it offers similar features.



Using a reliable site host has lots of benefits, including:

- Making your business professional
- Organizing your product/services
- Managing customers request
- Easy communication with clients

Describe how you will deliver your offer through your website:



7. PRICE YOUR BUSINESS



This part is really difficult for many business owners. I felt the same too.

It brings up so many questions☆☆☆☆

"What is my business really worth?"

"What can my audience afford?"

And so many feelings...

Who am I to charge that much?

What if my business isn't good?

What if people get mad or think I'm greedy?



It almost feels like we're putting a price on our own self-worth as a business owner.

Don't get caught up in this.

You owe it to yourself to charge a fair price for your business.

There is a quote that says:

"No matter how low you price your business, there will always be people who can't afford it and no matter how high you price your business, there will always be people who will buy it."



The process of getting paying customers is similar to building relationships in real life. Just like you wouldn't ask a complete stranger to marry you, you probably don't want to ask strangers or "cold audiences" to buy from you right away.

I recommend following this 3 steps strategies to get customers.

I didn't invent this, but I do use this strategy myself. If you look around, you'll see most business owners using some form of this process to "warm up" potential customers before asking them to buy their product or services.

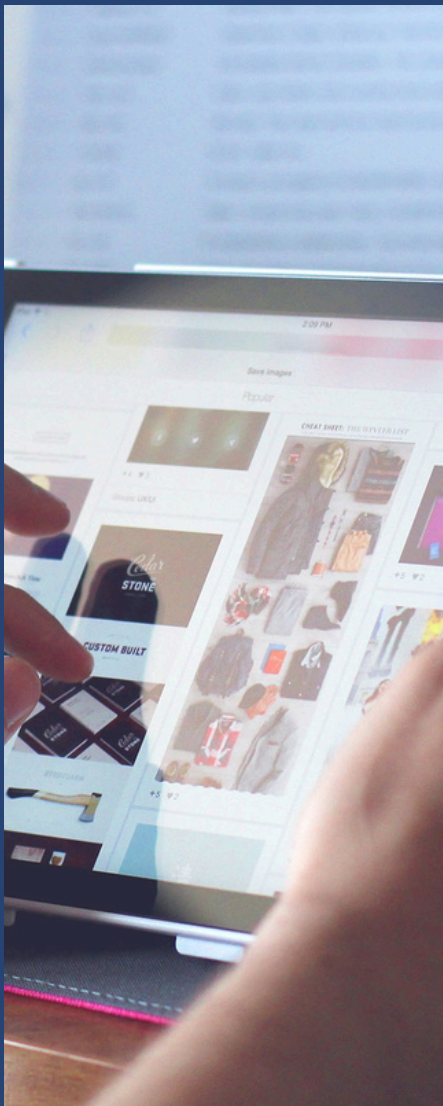
😊 *Step 1: Create a "Lead Magnet"*

This is a piece of content that lives on your website. It could be a social media post on FB or IG, or a YouTube video.

This piece of content should be related to your business. Its sole purpose is to attract your ideal audience and make them aware that you exist.

😊 *Step 2: Offer a Lead Magnet*

A lead magnet is a high value piece of content that someone gets for free in exchange for providing an email address, phone number, etc.





Examples of effective lead magnets are:

- Checklist
- Audiobooks/ebooks
- Webinars
- Challenges
- Templates
- Workbooks
- Email Courses
- Mini Video Courses
- Free Trials
- Case Studies

You'll want to use an email marketing software program to automatically deliver your lead magnet.



There are dozens of email marketing services out there, however I highly recommend the list below, they have tools and features that you need to successfully manage your business marketing and it's affordable. Getresponse or Moonsend etc

They help you collect email addresses, automatically deliver lead magnets, send out automated email sequences, and keep subscribers organized.

😊 *Step 3: Automated Email Sales Sequence*

Create a 7-10 day automated email sequence to "nurture" or build a relationship with the people who signed up for your lead magnet.

The goal of this email sequence is to provide value up front, build trust, and ultimately pitch your business.





Here's an example of sequence to get you started

Day 1: Welcome & Introduction

Day 2: Lead nurturing Email

Day 3: Conversion Email

Day 4: On-boarding Email

Day 5: Re-engagement Email

Day 6: Follow up Email

Day 7: Offer Introduction

Day 8: Offer reminder

Day 9: Offer Expiring



Advance Tip: Increase sales with deadlines

Most people will put off making decisions UNTIL they are propelled to make one.

If you have deadline for a product/service purchase, you're potential audience will have to make a decision one way or another -- either they enroll now or risk missing out on whatever it is that you offer.

To be clear, this isn't about pushing people to buy who aren't right for what you offer. It's about getting people who are on the fence to make a decision one way and this result in more sales.

You can create automated deadlines for your email sequence using a tool like Deadfunnel

9. COLLECT CUSTOMERS FEEDBACK



Once you start making sales, encourage your customers to give you feedback.

Ideally, you should collect customer's feedback for every purchase.

Some of the tools that I use to collect feedback

- **Google Forms (free)**
- **Website Comments**
- **Social media engagement**



Examples of feedback questions

- What questions do you have after buying our product/service?
- How easy was the use/application on a scale of 1-10?
- Was there anything that was unclear or confusing?
- Which parts of our product/service do you like the most?
- Is there anything that could make our communication better?
- What results did you get from our business?
- What do you think is missing in our business?
- Would you recommend our product/services? why or why not?

It's a wrap Guys



Dropping the mic

Don't let this excuse(my idea has been established by a big brand) stop you from living the life of your dream. Always remember that there's something in you that is unique that will definitely set you apart from others.

The world is anxiously waiting for your idea, the time can never be right, the time is now.

I'd love to know your thoughts on this guide. I plan on updating it frequently with new information that will help you become a successful business owner.



So what I'd like to know is:

- Was it helpful?
- What would make it better?
- What other questions do you have about creating and scaling your business?
- What is your biggest challenge in creating a business?

[Click to respond](#)

If you'd like more support to help you discover your idea, create a business or scale an existing business. Feel free to contact us, it's all my pleasure to serve you better.

Keep tab of your email to be the first to grab the full pack online course on how you can practically turn your idea into an income.

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Wishing you success as you take that bold step.

Beauty