



FIND YOUR PERFECTLY PROFITABLE BUSINESS IDEA

DISCOVER YOUR
PASSIONS, PURPOSE AND UNIQUE
AUDIENCE



A WORKBOOK BY ALLISON

©Wonderlass

WHY DO YOU WANT TO START AN ONLINE BIZ?

Alright, let's start this workbook off with a little bit of brutal honesty, shall we? **WHY do you want to start an online business? Go ahead and write your answer below ...**

If all you wrote down is, "to make money" then I must say this; *never* go into business simply to make money. Why? You'd be setting yourself up for *misery*, baby! Because first, you're never guaranteed to make certain amounts of money from your business idea and second, if your heart isn't in it- then it will show.

If you're simply going into business just to make money you will get *burnt out fast*.

Building a successful online business is completely possible! BUT it takes time, energy and persistence to make it happen. If you're not passionate about it, then you likely won't have the energy to keep going. Capiche?

Now obviously you wanna make money from your biz right? Of course you do! But for the reasons mentioned above, you need to be *truly passionate about it*.

Some really great reasons for wanting to start a profitable online business would be ...

- You're very passionate about a particular something
- You see an unmet need in the marketplace (that's why I created the Blog + Life Planner!)
- You want to create and make a difference

When you're going into business for *these* reasons, money becomes a pleasant side effect. :-)

Ultimately, you need to get really clear on the heart and soul of your business - what your mission is, WHY the heck you're doing it and what you stand for.

So start by answering these 2 questions ...

1. Why do you want to start an online business?

2. What will it mean to you?

LET'S FIGURE OUT YOUR BUSINESS IDEA ...

Okay! Now that we've gotten your "why" out of the way, it's time to figure out what the heck your online business could be all about. This is where it starts getting really exciting! :-)

Whether you have tons of ideas and are feeling confused as to which one to choose, or are feeling stumped for coming up with any ideas, the questions on the next few pages will help!

YOUR PASSIONS AND OBSESSIONS

Ready for a good 'ol brain dump?! The first thing you need to do is figure out all of the topics (both big and small) that you are really passionate about.

Literally write down *every single topic* that interests you. And I mean EVERYTHING, baby! Don't be shy. List major interests like cooking, fashion and DIY. Favorite things like colors, movies and places to eat. Where do you like to shop? Where do you like to travel to?

Go on, brain dump all of the topics that you're passionate about below (and don't censor yourself! That's why it's called a BRAIN DUMP.)

YOUR PASSIONS AND OBSESSIONS CONTINUED ...

How did that brain dump feel? Did you take a dump all over the paper? (Sorry that sounded rather disgusting. Ehem!) Here's a few more questions to answer to help get your creative wheels turning when it comes to your passions and obsessions ...

If money were absolutely no object, what would you want to do with your life?

What do you do in your free time?

If you could start a business doing *anything*, what would it be?

What do you spend countless hours geeking out over?

What websites and blogs do you visit the most often? Why? What makes you connect with them?

What are your favorite books? Why?

YOUR KNOWLEDGE AND SWEET SKILLS

Okay ... let's talk knowledge and sweet skills now!

Like ... what are you really freak'in good at? What comes naturally to you? What have you taken classes in? What do you know lots about? For example, some of my skills would be things like photography, design, drawing and writing!

Brain dump all of the things that you're knowledgable about and have sweet skills in below (don't be modest!) ;-)

YOUR KNOWLEDGE AND SWEET SKILLS CONTINUED ...

Alright, I hope you had a nice, healthy brain dump! (*Ehem*. Once again that sounded rather suspect ... sorry!) Let's continue with some more questions to help you come up with ALL of the things that you're knowledgeable and skilled in!

What do people ask you for help with the most?

Are there any FAQ's that you get from people on a regular basis?

What sweet skills do you have that you might be able to turn into services?

Are there any specific tools, applications or resources that you know how to use super well? (For example, Photoshop or Quick Books?)

If you could get paid to do something for others (anything!) what would it be?

BRAINSTORM SOME BUSINESS IDEAS

Now that you've written down a bunch of your skills, topics that you're knowledgeable about, passions and obsessions, it's time to brainstorm some business ideas!

Take 30 - 45 minutes to brainstorm at least 20 business ideas. Go crazy, don't censor yourself or overthink it! Use your imagination and get creative.

Also think about this: can you combine any of your passions, obsessions, skills and knowledge to come up with a business idea? For example, PASSION + SKILL = business idea. Or OBSESSION + KNOWLEDGE = business idea.

ORGANIZE YOUR AWESOME BUSINESS IDEAS ...

Guess what? Now it's time to start *organizing* your business ideas by industry, proven business idea (things that you *know* people *already* do successfully) and specific audience.

Go ahead and organize the business ideas that you listed on page 7 by writing them down below and specifying the industry, proven business idea and **WHAT** specific audience each one is for.

For example ...

INDUSTRY

Nutrition Coach
Niche food

PROVEN BUSINESS IDEA

Holistic diet counseling
vegan recipe Ebooks

SPECIFIC AUDIENCE

Females with eating disorders
Busy vegan moms

HOW TO CHOOSE THE RIGHT BUSINESS IDEA

At this point you might be wondering, “*alright I’ve written down tons of business ideas. But how the heck do I choose the right one?!*” If that’s you, don’t panic! :-) You’re going to be narrowing down that list of ideas with some questions. Are you getting *excited?!*

Looking at your list of business ideas that you wrote down on page 7 (and also on the last page), answer the following questions.

Is there anything that you don’t actually picture yourself wanting to make a living from? Cross it off! (For example, maybe you’re really good at acting but you don’t actually *want* to make your living from acting- you’d just prefer to do it as a hobby.)

Looking at your list of business ideas, is there anything that you are NOT willing to spend some time on testing out and learning about? Cross it off!

Is there anything on your list that would be particularly easy to execute with the time, money and resources that you currently have? Circle it!

Is there anything on your list that you already have connections in, advantages in or existing content related to your idea that you could repurpose? Circle it!

Is there any idea that you DON’T currently have the necessary experience or skills to pursue? Cross it off!

Is there any particular business idea on the list that you are NOT super excited about? Cross it off!

Woo, that was a lot of crossing things off and circling things! But at this point, you should now have a small list of business ideas that you can begin testing. More on that on the next page ...

TEST YOUR BEST BUSINESS IDEAS TO CHOOSE ONE ...

First, go ahead and write down the list of business ideas that you have left after all of the crossing out and circling that you did on the last page. It's always nice to start with a *fresh* list! (Know what I'm saying?) :-)

TEST YOUR BEST BUSINESS IDEAS TO CHOOSE ONE ...

Now the last thing to do before you choose an idea to pursue is to actually *test your ideas*. Doing so will help you decide which one is the most likely to help you make an income!

Ready to test your ideas? For the ideas that you're the most serious about, you should do these 4 things for each one:

1. Ask this question: Is there already a clearly defined market of people who are ravenous for this particular product or service and are willing to pay money for it? (You can use things like Google and Amazon to search for your particular idea!)

2. Reach out to at least 5 people in the industry that you're considering and ask them things such as, "What were your first 2 years in business like? What skills are a MUST to succeed in this industry? What mistakes did you make when you first started?"

3. Reach out to at least 5 ideal clients for each business idea and ask questions such as, "what are your 3 biggest frustrations around this topic? Have you ever paid for a product or service like this before? What did you like the most / least about it?"

4. Create a landing page for your business idea / niche topic and see how many people sign up! Remember to include a freebie that's directly related to the topic, too. Seeing how many people sign up (or don't), is a pretty dang good indicator for gauging interest.

Once you've tested each business idea with the above steps, it's time to pick one and pursue it.

Go with your heart (and your test results!) and just START. That's one of the toughest steps!

Go on, write down the business idea that you're going to pursue below!

GET SUPER CLEAR ON YOUR IDEAL AUDIENCE

Now that you've chosen an online business idea to pursue, it's time to get super clear on **EXACTLY** who your idea audience is!

In the beginning, it's best to get LASER focused on one particular audience.

Why? Because trying to appeal to everyone = appealing to no one. Being very clear on a very specific audience will allow you to:

- Resonate with them much more deeply
- Connect with them much more effectively
- Market to them much more clearly
- Serve them much more easily

Your ideal audience is who, in a perfect world, you'd like to cater to.

Go ahead and fill out the next few pages all about your ideal audience! (Write down specific demographics and *really* get into their head!)

What is their age/gender?

What is their marital status?

Where do they live?

What is their income level?

What is their job?

What do they do in their free time?

GET SUPER CLEAR ON YOUR IDEAL AUDIENCE

What are their life beliefs?

What are their favorite blogs, magazines and tv shows?

What types of things would they Google that are related to your online business?

What are their guilty pleasures?

What type of experts do they follow?

What is their dream job (and do they currently have it?)

GET SUPER CLEAR ON YOUR IDEAL CLIENT CONTINUED ...

What stresses them out on a regular basis?

What do they worry about?

What problem(s) do they currently have that they'd pay just about anything to solve?

GET SUPER CLEAR ON YOUR IDEAL CLIENT CONTINUED ...

What places do they do most of their shopping? (Offline and off!)

What is their dream product or service?

How would they feel if their problems and worries were solved?

What types of places do they enjoy hanging out at?

What are their favorite social media platforms?

A FEW WORDS ABOUT FINDING YOUR AUDIENCE ...

Alright, you've reached the final step! :-)

Now that you've gotten super clear about who your ideal audience is, try to simplify it by summarizing their specific audience profile in ONE paragraph or a few key bullet points below:

Just remember, everything is a learning process! You don't have to have *everything* figured out PERFECTLY from the very beginning, and it's not unusual to start with one audience in mind only to discover farther down the road that it's actually someone else.

Sometimes, you just have to *get started* and begin *trying things* to realize exactly who you want your ideal audience to be.

You can always evolve as you go, it's part of the process! :-)

FINAL THOUGHTS & ABOUT THE AUTHOR ...

Remember, *everything* you do in your online business should be directly related to your purpose and your specific ideal audience. Those make up the *foundation* of your content creation, baby! Writing a blog post? Keep your main purpose and ideal client in mind! (What would THEY want?) Creating a product? (*How* specifically would it help your ideal client? What do *they* need?) **Your purpose and ideal audience are the heart and soul of EVERYTHING.**

Remember, the more *specific* you can be with your purpose and audience the better! This allows you to stand out, be focused and really tailor all of your content. (Being vague about any of those things simply *isn't* an option for the savvy online business owner, baby!)

Want even *more* online business tips, resources and tools? Then definitely head over to <http://www.wonderlass.com> to explore! :-)

And incase you have no idea who I am, I'm Allison from over at [wonderlass.com](http://www.wonderlass.com)! I'm obsessed with helping creative entrepreneurs start and grow profitable online businesses so that they can have more fulfillment, fun and freedom.

All of my content is dedicated to helping you start, launch and grow your online business in a fun, colorful way! I give you a detailed behind-the-scenes look at my own experience of being a full-time creative entrepreneur for the past 7 years with tips, resources and tutorials to help you stand out and make a living doing something that you adore.

I'm a firm believer that you don't need to spend a bazillion dollars on going to a fancy business school in order to run a successful business. I also believe that you can (and should) be yourself, embrace your quirks and hone in on your unique talents so that you can give the world something totally unique while also adding some cash to your wallet!

And guess what? I'm the crazy, colorful sidekick that's gonna help you make that happen. Let's do it!

xoxo

A handwritten signature in black ink that reads "Allison". The script is cursive and fluid, with a large initial 'A'.

Allison Marshall, [wonderlass.com](http://www.wonderlass.com)