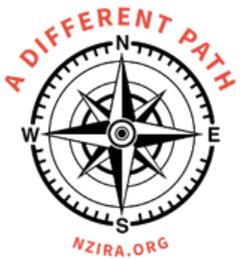


I'm ready to be an Entrepreneur Where do I start?

Every journey starts somewhere.

Print off the worksheet on the next page (or recreate it on a blank piece of paper) and work through it to help you begin your journey as an entrepreneur.



What are your **PASSIONS**?

- What are you really passionate about or really interested in knowing more about?
- I really do mean ANYTHING – animals, pets, food, cooking, sustainability, games, comics, environmental problems, fashion, gardening, farming, fitness, toys, music, travel, transport, cars, beauty, sports – you get the point?
- What do you spend your free time doing when you don't have to work?
- What can you DO or what do you KNOW about that your friends think is amazing and interesting?



Write these down in the first column of the template on the next page.

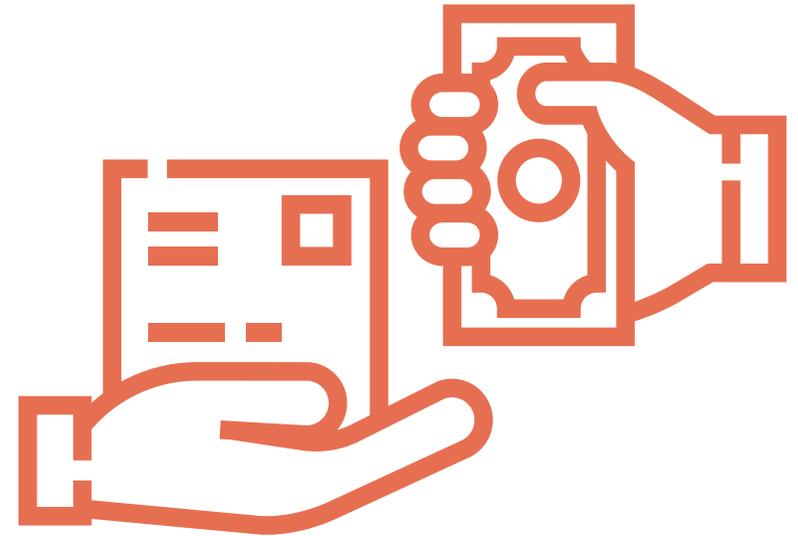
Spend at least 15 minutes on this step!

What Problems, Products & Services?

In the middle column, write down the kinds of products you buy or problems you face in trying to get things done

- Do other people face these same problems and do they pay to get them solved?
- Are there problems that nobody has solved
- What products do people with the same passions as you buy?
- What services do people with the same passions as you buy or subscribe to?

Don't try to line up the problems and products with your passions – just write them all down – this is a brainstorming exercise.



Spend at least 15 minutes on this step!

What **SKILLS** do you have?

In the right hand column, write down the skills you could use to solve problems people have, or provide products or services they would be willing to pay for.

- These could be skills you have gained through school or work or
- they could be self taught through experience or
- learned from someone else showing you or
- even learned from the Internet and YouTube!

Don't limit yourself to "formal" skills - for example if you are the person that always organises parties and manages to get everyone to be on time and everything runs smoothly then you probably have good project management skills!



Spend at least 15 minutes on this step!

Passions

Problems Products & Services

Skills



PHOTOGRAPHY

MOTORCYCLE RIDING

SCUBA DIVING

TRAVEL + EXPLORING

LEARNING NEW THINGS

TECHNOLOGY

SCI-FI

MUSIC

VINTAGE / RETRO

POPULAR CULTURE

"HOW TO" DO SOMETHING - GUIDES / BOOKS/ VIDEOS / COURSES

REMOTE OR IN PERSON TRAINING AND COACHING

TIPS, TRICKS, "INSIDER INFO"

PRODUCT ADVICE - BEST "X" TO DO "Y"

HAVING SOMETHING DONE FOR THEM / GENERAL + SPECIALIST SERVICES

SUBSCRIPTIONS FOR CONSUMABLES

MEMORABILIA, COLLECTABLES, HARD TO FIND THINGS

UNUSUAL / TRENDY / ORIGINAL ITEMS

INTEREST RELATED PRODUCTS + MERCHANDISE

TOURS / EXPERIENCES / HOLIDAYS

MEMORIES OF EXPERIENCES - VIDEO / PRINT / TEE SHIRTS ETC

CLUB MEMBERSHIP /ACCESS TO "INSIDER" GROUPS

SPARE PARTS / FIXING THINGS

AMATEUR PHOTOGRAPHER

ADVANCED TECHIE

WEBSITE CREATION

BASIC DESIGN

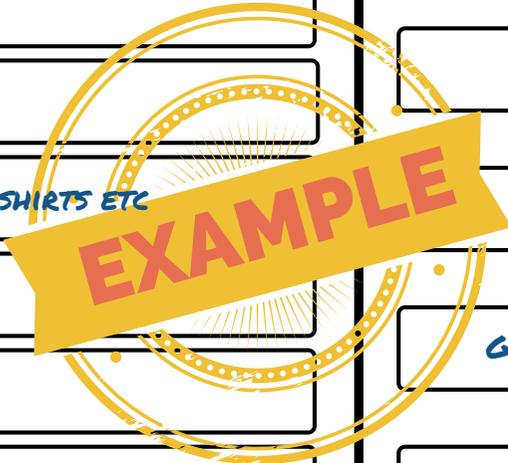
ADVANCED RESEARCH

BLOGGING

FAST LEARNER

PHOTO EDITING

GOOD STORYTELLER



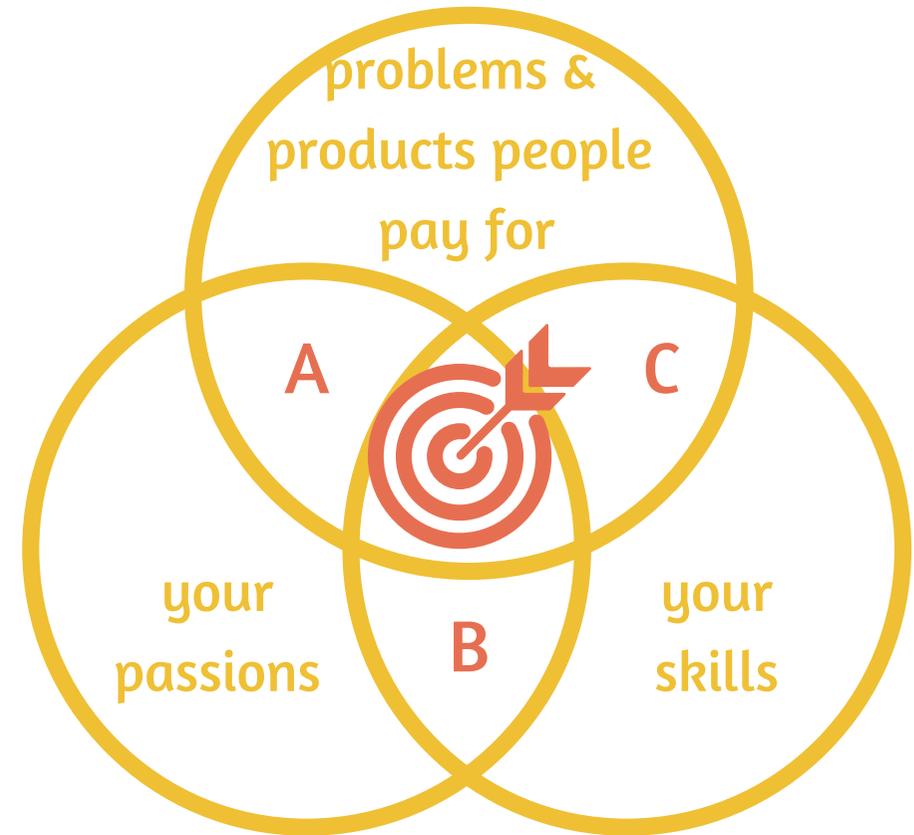
[This is the actual example used by Andrew to start a new business - you can see what he did by clicking here](#)

Your TARGET

Now draw 3 circles like the diagram show on the right and fill it in from your completed template.

- **A** is an area where you would need to develop new skills (or buy them) in order to start a business
- **B** is something you do for charity or as a "hobby" - you won't make any money here (NZIRA falls here for Andrew and John) - IMPORTANT - if people are not going to PAY then you have no business even though you might have the passion and the skills!!!
- **C** is where most people look for a job - you can also make a good business here but you might not be passionate about it

Your BEST place to start your entrepreneurial journey is right in the middle where the 3 circles intersect - this is where your PASSION and SKILLS can be used to solve PROBLEMS or provide PRODUCTS or SERVICES that people WILL PAY FOR.



FOCUS ON THE TARGET



NOW WHAT?

CONGRATULATIONS ON TAKING THE FIRST STEP!

Consider each of the things in the target area as a business opportunity. Pick ONE (first) and start doing your research to see what it will take to start a business around this.

The next step worksheet to guide you further on your journey is under development and we will publish it soon.