

WHY BUSINESS PROGRAMME  
SECTION 2

# Simple Series

*We support businesses to amplify growth*



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# Brainstorming

## *your business*

Now you know why you want to be in business, you can think about your overall business offering.

To brainstorm your business, we shall walk you through three things that we feel are important.



**What you know**



**What you love**



**What you can offer**



*Answer the  
following questions*



### What you know.

- What expertise do you have?
- What is your job history?
- What skills do you have?
- Where have you been successful?

### What do you love?

- What are you passionate about?
- What do you love doing?
- How do you spend your spare time?
- What do you do without pay?

### What can you offer?

- How can you help other people?
- How many people do you help?
- Do you do charity work?
- What do people come to you for?

*Use for answers*



What you know.

What do you love?

What can you offer?

# Your business idea



What will your business be?

So now you have answered these questions, highlight the ideas you feel most excited about. At this point in time cross off what you think might be challenging, we can always come back to these once you are up and running. Now you know what you would like to do it's time to choose your pathway.

Now that you have some business ideas, let's think about how we can bring it to life.



# Brainstorm your business ideas

Try to list 3 - 5 ideas before we eventually narrow your business down to one. These ideas might include simple retail products or a service which you feel you have a niche in with a one person business, or it might be a larger business with another person/partner working with you, or it might even be a larger business with a team of people. Please just list all your ideas, everything you would like to do, and all that you can think of and don't leave anything out at this stage.

Option 1



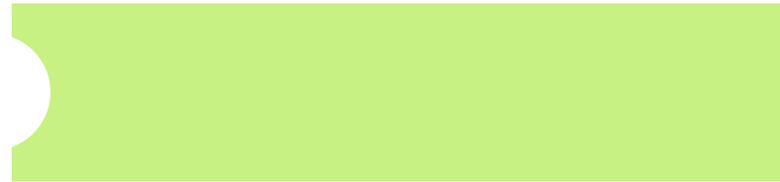
Option 2



Option 3



Option 4



Option 5



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**Top Tip:-** If you are finding it challenging to come up with more than one idea, your overall business might be too specific, think of other things that could relate to your idea to see if you can develop your idea so it's not too specific.

Which business idea matches your values?

Which business idea is the easiest, fastest and least expensive for you to start?

What business idea would you enjoy the most?

What business ideas aligns with your personal goals?

What business ideas aligns with your business goals?

# Time to choose your business idea



Now we have looked at a number of business ideas it's time to choose the start-up path for you, at this stage, we suggest you look at a middle size business with one or two people, with a plan to expand in a year or two.

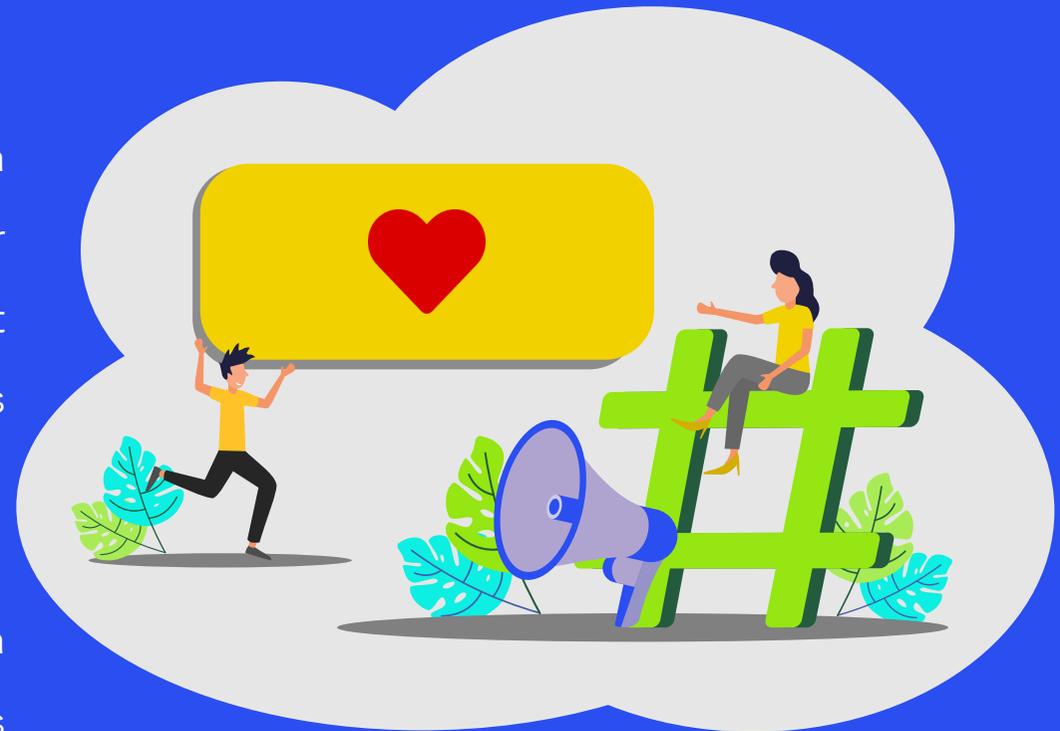
This exercise will help you expand and clarify your best possible business idea.

# *Time to validate your business idea*



What if you spent all your time and money building a business only to find that nobody wants to buy your products or services – not the best idea, right, what would be great is to first of all find out if your business idea is feasible, effective and will of course sell well.

We need to check the market and make sure there is a place for your products or services out there. It is imperative that you know that your business is a great idea and will sell, before you invest time and money on your business idea – two of your most valuable assets.





# Brainstorm

*your business ideas*

## Talking

Share your idea with people who support you and are an influence to you, these people will give you honest feedback and help you create your business idea.

- Friends
- Colleagues
- Business professionals
- Network with local business groups

## Searching

Look up your competition, see what else is out there and how well they are doing.

- Google
- Bing
- FSB (federation of small business)
- YouTube
- Facebook

## Listening

Is key to all communications, there are lots of places and platforms where great information is shared, taking time out to read and listen can be a great influence on us all.

- Feedly
- Websites
- Blogs
- SEO
- Pod casts

## Asking

Never be afraid to ask your peers or indeed people of influence to help and support you, share ideas and look for groups to join that is relevant to your business.

- Networking
- Interviews
- Business groups

## Testing

Testing your product/service is a fantastic and fun way to receive feedback.

- Quizzes
- Lead magnets
- Landing pages

We at **Simple Series** encourage you to follow a simple framework that involves 5 categories of research Talking, Searching, Listening, Asking and Testing. Tick each box as you have completed your research.

# Follow on

So now you have had a look at ways to validate your business idea, it's time to take some more action and start using the framework.

This could take anything from say 30 minutes up to an hour. If you are struggling to find anything relating to your business, it could mean that there isn't really any need or demand for your business idea. (contact us for more help if you need added inspiration and support with this or watch our video on this subject).

# Add notes

