



# Creating My Ideal Business - Worksheet

**Before launching a new business, take some time to think about your existing life, your future goals, things that may change that could help or hinder your ideas.**

**Think about your current interests, hobbies, knowledge, and skills. Which of these are something you can see yourself still being fully immersed in and still love doing, in 5 years, 10 years or more?**

**Business Type (what will you be selling; products, services, both? Explain in detail.):**

**Why This Business (what do you hope to gain, what are your expectations)?**

**Knowledge & Skills (what skills and knowledge do you have that you can apply to this business)?**



**New Knowledge & Skills (what skills and knowledge do you need to obtain to run this business successfully)?**

[Empty text box for New Knowledge & Skills]

**Business Mission (what will your business do for others)?**

[Empty text box for Business Mission]

**Business Location (online, brick and mortar, or both)?**

[Empty text box for Business Location]

**Your Business Role (what role will you play in this business)?**

[Empty text box for Your Business Role]

**Ideal Audience (who will want your product(s) or service(s)?**

**Audience**

**Why do they need what you offer?**

[Empty text box for Audience]

[Empty text box for Why do they need what you offer?]



**Related Niches (where to find customers, future partners, etc.)**

[Empty rectangular area for notes]

**Action Steps (steps you need to take to get this business started)**

[Empty rectangular area for notes]

**Tools & Resources (things you need to start your business)**

[Empty rectangular area for notes]

**Other Thoughts:**

[Large empty rectangular area for notes]

