

Startup Success

MODULE 0 // CHOOSING THE RIGHT BUSINESS

WHICH TYPE OF BUSINESS IS RIGHT FOR YOU?

Select the statement that you most closely identify with. Tally up your answers (A's, B's, C's), and then check the solution at the end to discover which type of business is the best fit for your personality, goals, and situation.

- A) I love working with my hands.
 - B) I love learning and sharing.
 - C) I love numbers and technical research.
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- A) I enjoy interacting with individuals.
 - B) I love the spotlight.
 - C) Interacting with others isn't very important to me.
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- A) Making money SOON is important to me.
 - B) Making money in a flexible way is important to me.
 - C) Making LOTS of money is important to me.
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- A) I value being skilled at a craft.
 - B) I value learning.
 - C) I value building something big.
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- A) I feel fulfilled by a job well done.
 - B) I feel fulfilled by praise and attention from others.
 - C) I feel fulfilled by successfully figuring things out.

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- A) I have time to invest every week.
- B) I have time to invest every month.
- C) I don't have a whole lot of time to invest.

- A) I don't have money to invest.
- B) I have a small (less than \$1000) amount of money to invest.
- C) I have at least \$1000 to invest.

- A) The most important thing to me is earning money regularly.
- B) The most important thing to me is flexibility.
- C) The most important thing to me is big potential rewards.

- A) I need to get paid now.
- B) I can wait to get paid.
- C) I can wait to get paid and continue to invest money until I do.

- A) I enjoy learning skills.
- B) I am very passionate about something.
- C) I enjoy math puzzles.

- A) I dislike risk.
- B) I'm willing to try and fail.
- C) I'm willing to take a big risk for a big potential reward.

Results

Mostly A's: Your best fit is a SERVICE-BASED BUSINESS. You enjoy producing results, value security, and have time to spend on your business. Getting paid quickly is important to you.

Mostly B's: Your best fit is a CONTENT-BASED BUSINESS. You have a strong passion, and you enjoy learning and sharing. You value flexibility, and you're willing to invest time for long-term financial gain.

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RESULTS

Mostly A's: Your best fit is a **SERVICE-BASED BUSINESS**. You enjoy producing results, you enjoy working one-on-one with others, and you have time to spend on your business each week. You dislike risk, and earning money soon is important to you.

Mostly B's: Your best fit is a **CONTENT-BASED BUSINESS**. You have a strong passion, and you enjoy learning and sharing. You value flexibility, and you're willing to invest time consistently for long-term financial gain.

Mostly C's: Your best fit is a **PRODUCT-BASED BUSINESS**. Working directly with others isn't necessarily your thing, but you enjoy analytics and technical research. You have money to invest, and you appreciate the greater potential for profit that comes with taking greater risks.