

Startup Success

MODULE 0 // CHOOSING THE RIGHT BUSINESS

Content-Based Online Businesses

Do you have enough *passion* to build a business around? That's exactly what this brainstorming worksheet will help you figure out.

Step One

What interests are you considering starting a business about?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Step Two

Consider your first interest (listed above). If you started a business centered around this interest, what main topics would you create content about?

Example

Interest: *Gardening*

Topics:

Gardening for beginners

Gardening by season (what to plant when)

Vegetable gardening

Flower gardening

Gardening tools

Common gardening questions

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Interest #1 _____

Topics

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____

Step Three

For each of your main topics (listed above), brainstorm 5+ specific content ideas (blog articles or videos) that you could create.

Example

Topic: *Gardening for beginners*

Content ideas:

How to prepare your garden for planting

How to decide what to plant for your first garden

7 Things I Wish I Knew When I Started Gardening

Seeds vs Starters

When to plant your garden

Supplies you'll need to start your first garden

Startup Success

MODULE 0 // CHOOSING THE RIGHT BUSINESS

Step Four

After generating at least five content ideas for each of your main topics, ask yourself:

How EASY was that?

very challenging 1 2 3 4 5 6 7 8 9 10 *very easy*

How ENJOYABLE was that?

very unpleasant 1 2 3 4 5 6 7 8 9 10 *very enjoyable*

Compared to how I felt when I started the exercise, how EXCITED do I now feel about this idea?

very bored 1 2 3 4 5 6 7 8 9 10 *very excited*

Step Five

Now, complete steps 2 - 4 for each of your interests that you're considering turning into a business. Then, compare your scores (found in step four) for each interest! Higher scores mean you probably have more to say about that interest, and are likely more passionate about it.