

## **Choosing a Startup Business: Small Business Startup Ideas!**

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You can't just jump into a business because it will make you rich.

Want to know why?

You won't do it. I can't think of anyone who hates what they do and sticks with it because of the money. You've got to have passion for what you do!

So when you're looking for a new business to start, find one that you love to do! You also need to make sure you've got the time and energy to do it.

If you're a work-at-home mom, you might be better off selling digital products rather than something on eBay, for example. Digital products download automatically from your site or from a site like Clickbank.com, but items sold on eBay may need to be assembled, packaged up, driven to the post office, and mailed; that's time you simply don't have with kids underfoot!

If you're a driver - a Type A personality - you may have more success in a business where you interact with the public. Perhaps you can create a website where people need to call you for more details before they buy. That way, you can use your excellent verbal skills to sell them.

But, if you're the shy type, you need to find a job that suits you: one that lets you create web content to sell products without ever having to talk to someone. One woman got her start freelance writing when she developed severe agoraphobia and couldn't leave her house!

If you're someone who likes to work with your hands and aren't the type to want to "fiddle around" with a website, you might want to buy into a trades-related franchise, like a driveway repair business, for example. Just because everyone seems to be starting an online business doesn't mean you have to... if you simply don't have the time to put into learning how the Internet works!

Although it's not always necessary, you will probably enjoy more success if you have some basis of knowledge in it. As I write this I'm reminded of a man who co-owns an aftermarket warranty site.

Customers call him with questions and he literally has no idea what he's talking about. He doesn't make any sales!

If you can't think of a business to start, do this exercise:

1. List your hobbies and interests.
2. List the things you do well (even if they don't seem like "business ideas").
3. List the things you've done in the past (including your jobs and successes).
4. From these lists, look for a common thread. Is there a way to combine several ideas together? If an idea isn't readily apparent, can you ask a few trusted friends to look over your list and talk to you about it? Have you considered writing a book on what you know or starting a consulting company? (Writing and consulting are great business opportunities but can often be overlooked by someone who thinks a business is about selling a product).
5. Look online at what other people are doing in these areas. For example, Google your areas of interest and hobbies and see what comes up in the search. Pay special attention to the AdWords pay-per-click ads on the right side of the page because these people are earning money from your interest! Can you?

Business success is 99% hard work and 99% passion! But if you find a business that you're passionate about, the hard work doesn't always seem so hard!