

# STUDIO 7

## ✨ FREE BUSINESS IDEA WORKBOOK ✨

### PART 1: BRAINSTORM FREELY 🎨

Dump every business idea you've ever considered-no matter how small or wild. This is your idea playground. Don't censor yourself.

Write down at least 10 business ideas that excite you:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

### PART 2: PASSION + PURPOSE CHECK ❤️

For your top 3 ideas, answer the following:

Idea #1: \_\_\_\_\_

- Why am I drawn to this?
- What about this excites me?
- Who would this business help or serve?

Idea #2: \_\_\_\_\_

- Why am I drawn to this?
- What about this excites me?
- Who would this business help or serve?

Idea #3: \_\_\_\_\_

- Why am I drawn to this?
- What about this excites me?
- Who would this business help or serve?

## PART 3: SKILLS + EXPERIENCE MATCH 💪

Match your strengths to your ideas.

List your top 5 skills or experiences (professional or personal):

- 1.
- 2.
- 3.
- 4.
- 5.

Now ask:

- Which of my ideas best use the skills I already have?
- Which ideas would require learning something new?
- Am I excited or overwhelmed by the learning curve?

## PART 4: LIFESTYLE FIT 🕒

Consider your daily life and what you want your business to support.

- Do you want to work full-time, part-time, or in pockets of time?
- Do you prefer working online, in-person, or hybrid?
- Do you want flexibility for parenting, travel, or caregiving?
- Are you open to working nights or weekends?

Now:

- ✓ Which idea fits most easily into the life you're building?
- ▶ Which idea would require sacrifices you're not ready to make?

## PART 5: PROFIT POTENTIAL 💰

Ask yourself these questions for your favorite idea:

- Who would pay for this?
- Can I describe what I'm selling clearly and simply?
- Do others already offer something similar? (That's a good sign!)
- Can I start small to test the idea before investing a lot?

## PART 6: YOUR NEXT STEP

You don't need a perfect idea-you just need to choose one to test.

My chosen idea to explore first is:

---

Next 3 action steps I will take:

1. 2. 3.

## YOU DID IT!

You just took a powerful step toward building a business that aligns with who you are and what you want.

Ready to keep going? Download our full 35-page Business Start-Up Guide to walk through branding, registration, and launching your first offer!

