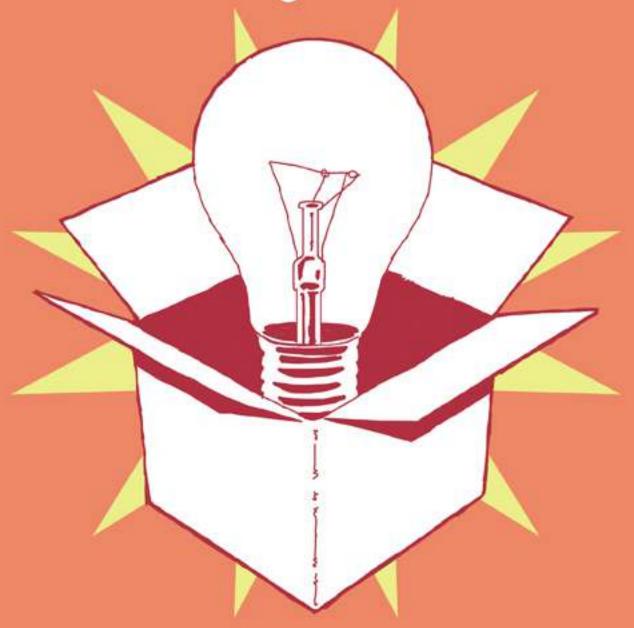
Lat Le Blanc



THE Business Idea STARTER KIT

→ The Three Elements of Your Great Business Idea

If you're looking to find a way to work for yourself, to free yourself from the rat race - and you're NOT looking to invent the new Facebook, raise venture capital and become the new Bill Gates - then I have great news for you!

The three elements of a great business idea are astoundingly simple

They are:

- 1. What you love to do -> your 'Likes and Passions'
- 2. What you are good at -> your 'Natural Skills and Talents'
- 3. What the right customer would be willing and able to pay for -> the 'Paying Client'

Yes. That's the crux of it. Anywhere out of that zone isn't going to quite hit it.

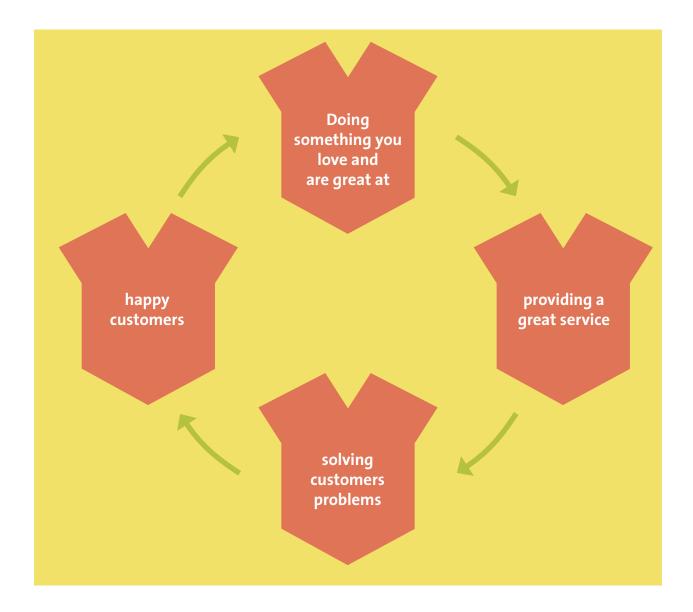
Take a look at why:



Finding your profitable business idea, often referred to "The Sweet Spot", is one of the most powerful ways to build the foundation of a successful business.

Why?

You are being paid to do something you love, something that comes naturally to you, something you are great at. Because you are providing such an amazing service and solving your ideal client's problems (more on that later) customers will rave about you. Your business will grow. And the cycle continues.



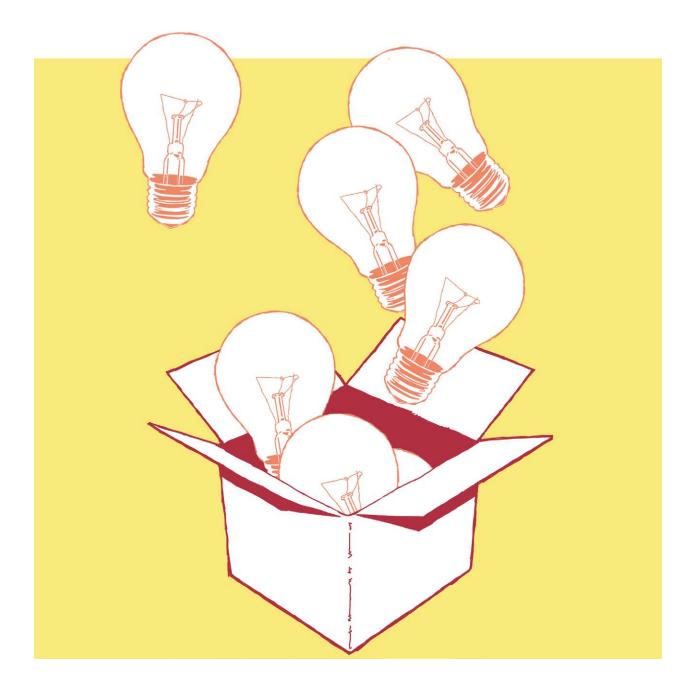
⇒ So let's break this down...

Your Natural Skills & Talents

What are you good at? Right now you may want to be modest. Stop that! What are you good at? What do people praise you for? Really think about it.
Estimated time: 15 minutes
Your Likes & Passions
What do you love doing? What do you like doing so much that time passes without you realizing?
Estimated time: 15 minutes

Potential Products & Services and Your Paying Client

Where was the overlap in your natural skills & talents and your likes & passions?
Estimated time: 5 minutes
How can you solve a problem in this overlap area and who would you solve this problem for?
People are happy to pay for to have their problems solved. Almost every product or service is solving a problem or filling a gap in a customer's life.
Which group of people would have a problem in this area and be WILLING and ABLE to pay to have this problem solved?
Estimated time: 15 minutes



Going through this process will significantly narrow down your ideas. Woo hoo!

Sit with those ideas for a while.

Ponder over them.

Do they feel good to you?

How could you solve the same problem from a different angle?

For a different audience?

What fits best for you?

Is there a stand out idea that fits your passions, skills, solves a pain point and has an audience that is willing and able to pay?



I'm Cat LeBlanc, Business Strategist & Venture Catalyst

I'm a freedom-junkie. And a secret systems-nerd. A rebel? Perhaps. When something's not working, I'm driven to find a better, more liberating way of getting stuff done.

I help frustrated employees, almost-entrepreneurs and entrepreneurs in the early stages take their first steps to freedom. I help them find their business idea and then help build the best foundation for their business to get them earning money and feeling that freedom sooner!

Sometimes getting the initial concept right can feel like the hardest part. I save my clients endless hours of wondering what will work and wasted money on expensive courses to get the right business model nailed down.

I then guide clients in those early, difficult months to build a business aligned with their dream. There is nothing that I love more than seeing my clients feel greater freedom in a new business that's totally "them" and nobody else's.

Want a more in depth help to choose your niche, start your business, find your first paying clients and beyond?

Here are the ways that we can work together.