

*Cat Le Blanc*



**BUSINESS**

*Idea*

**CHECKLIST ✓**

## → *The Nine Elements That Make A Good Business Idea*

There are nine elements that make a good business idea. If you check all these off you are good to go!

These elements make sure the idea is a good fit for you, you can reach your potential clients and they are willing and able to pay you.

If you'd like an even easier and fun test than this check out my [IDEA-O-METER](#).

### 1. Passion.

**Is it something you really enjoy or feel passionate about?**

Passion is a strong word but in order for you to be willing to put the effort in and get over the inevitable roadblocks to make this business work you need to enjoy the work you are doing and feel connected to it.

Does this mean you'll enjoy every part of it? Likely not, but as you progress you can take on people to do the parts you like less.

### 2. Skill.

**Is it something you are good at?**

Note this is not the same as being an expert. As long as you are good enough to be able to help others you have enough skill.

### 3. Lifestyle Fit.

**Does your business idea fit the lifestyle you are looking for?**

It may not fit it right away, it does take time to build to the level of creating leveraged or passive income, but is your business idea actually leading you towards where you want to go?

#### 4. Personality Fit.

##### **Does the idea you are choosing fit your personality?**

Some people love to be creative, others like to get stuck into the figures. Is this business idea suit how you like to work and what you need to feel satisfied 'at work'?

#### 5. Client Need.

##### **Do your clients have a burning need?**

The harder the problem you solve is to live with the easier it will be to convert customers. Is not getting your help hurting your market's lives? If no this raises the question as to whether your market will be willing to pay.

#### 6. Client Finances.

##### **Do your clients have the resources to pay you?**

If your market is charitable organisations not matter how badly they need your services they are going to have a hard time paying. If you choose a target market that doesn't have financial resources, while that may make you feel good it's going to be hard to make money and we do need you to make money to call this a business.

#### 7. Client Reach.

##### **Can you reach these clients?**

If you are able to reach the audience you are targeting you have a much higher chance of success. Are they already with your circle or can you reach them with targeted Facebook Ads for example?

## 8. Client Numbers.

### **Are there enough of these clients to sustain a business?**

You can go too niche here! Statistically about 1-2% of people who are on your email list, so in regular contact with you, will buy. Generally a maximum of 10% of people who visit your website will join your email list. Have you got the numbers to make it work while still serving a specific market?

## 9. Let's get real.

### **Is this idea realistic for you to start?**

Do you have the time and money needed to start this business? I want you to actually start a business, not have to wait for the money or time to come!

If the idea you have in mind requires a massive financial investment it may be better for you to find something better suited to your situation.

**Scroll down to get this in check list form.**

## Checklist

Check	Element	Notes
<input type="checkbox"/>	Passion	_____
<input type="checkbox"/>	Skill	_____
<input type="checkbox"/>	Lifestyle Fit	_____
<input type="checkbox"/>	Personality Fit	_____
<input type="checkbox"/>	Client Need	_____
<input type="checkbox"/>	Client Finances	_____
<input type="checkbox"/>	Client Reach	_____
<input type="checkbox"/>	Client Numbers	_____
<input type="checkbox"/>	Let's get real	_____



## **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, personalized help finding your business idea and starting your business?**

**Book in to speak with me or one of my amazing coaches to see what your business could look like.**