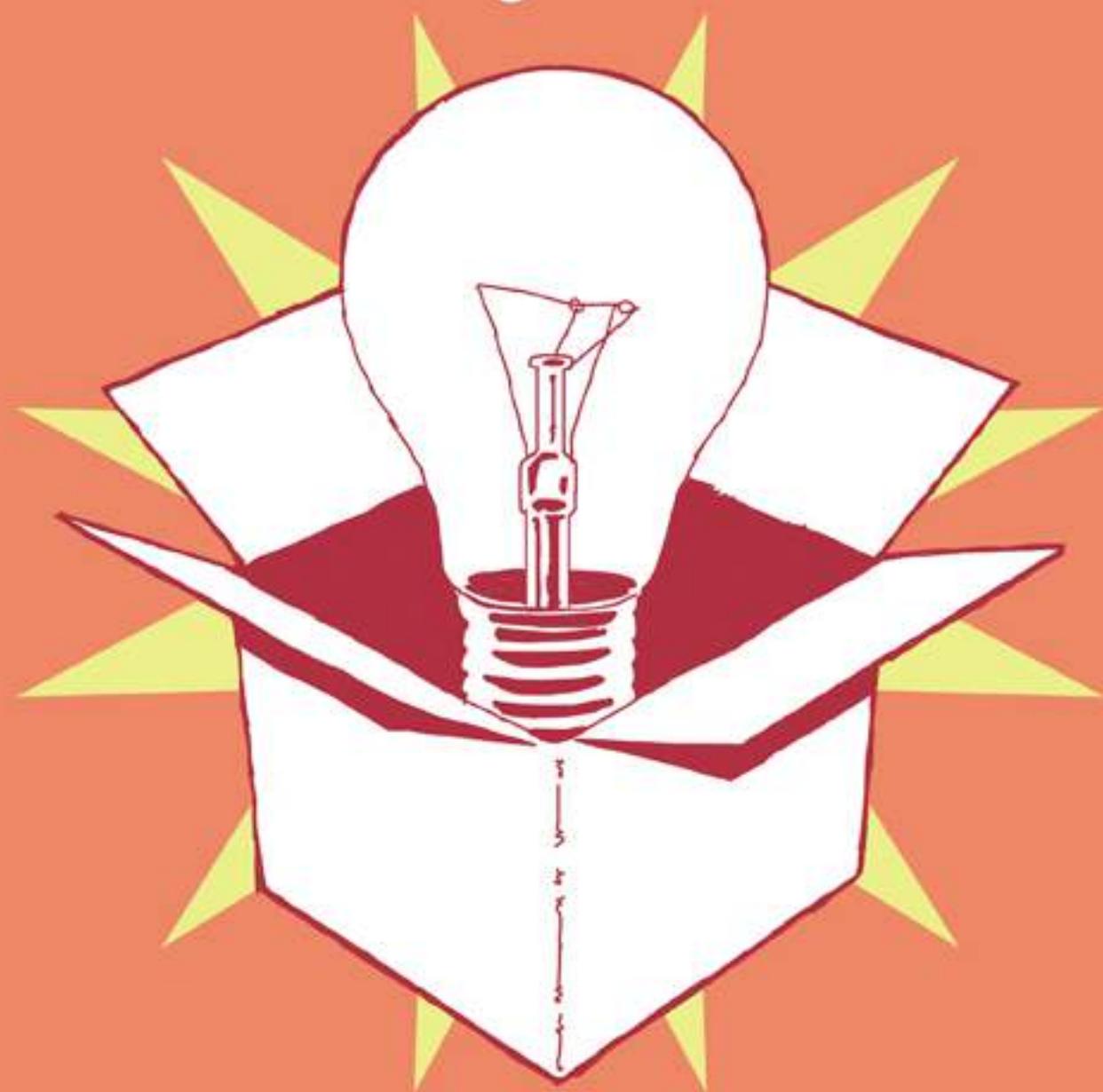


*Cat Le Blanc*



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!

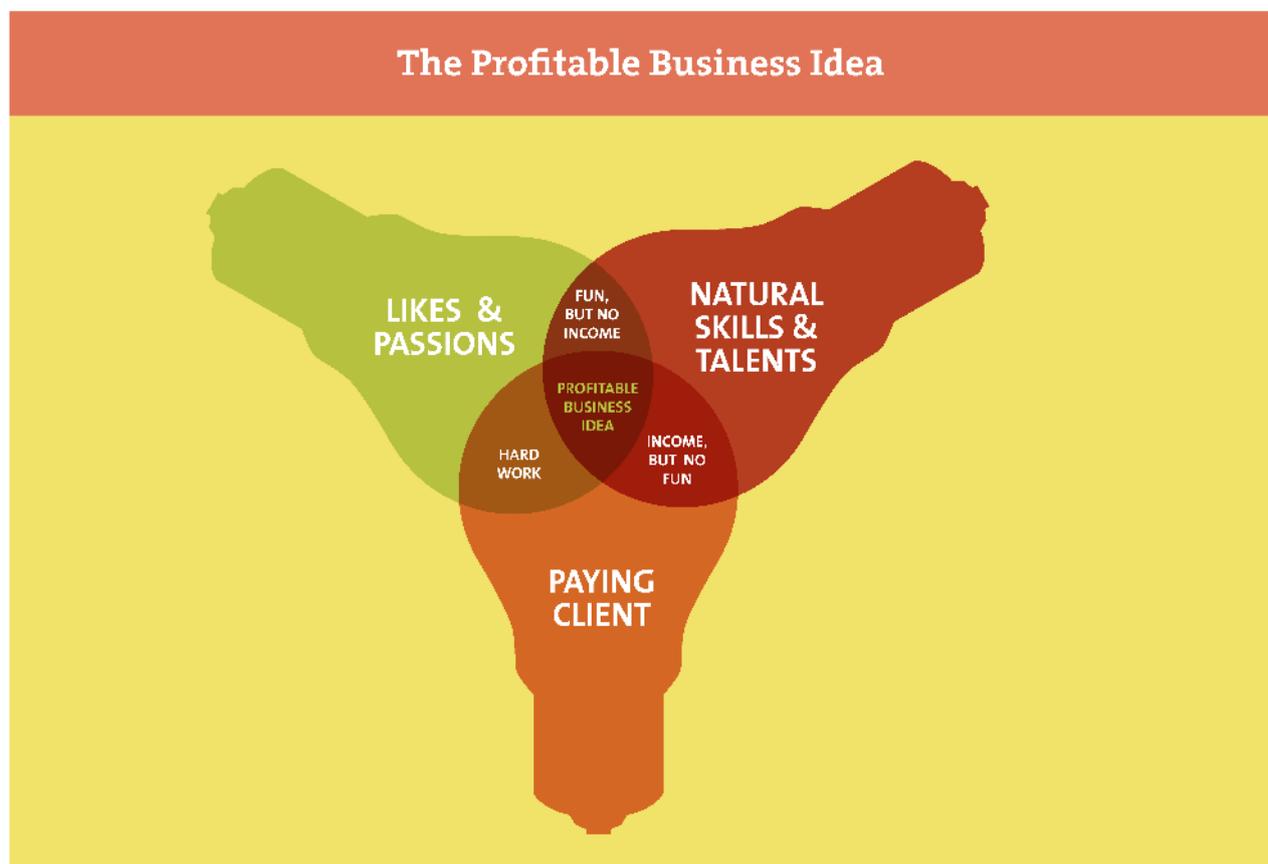
The three elements of a great business idea are astoundingly simple

**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.

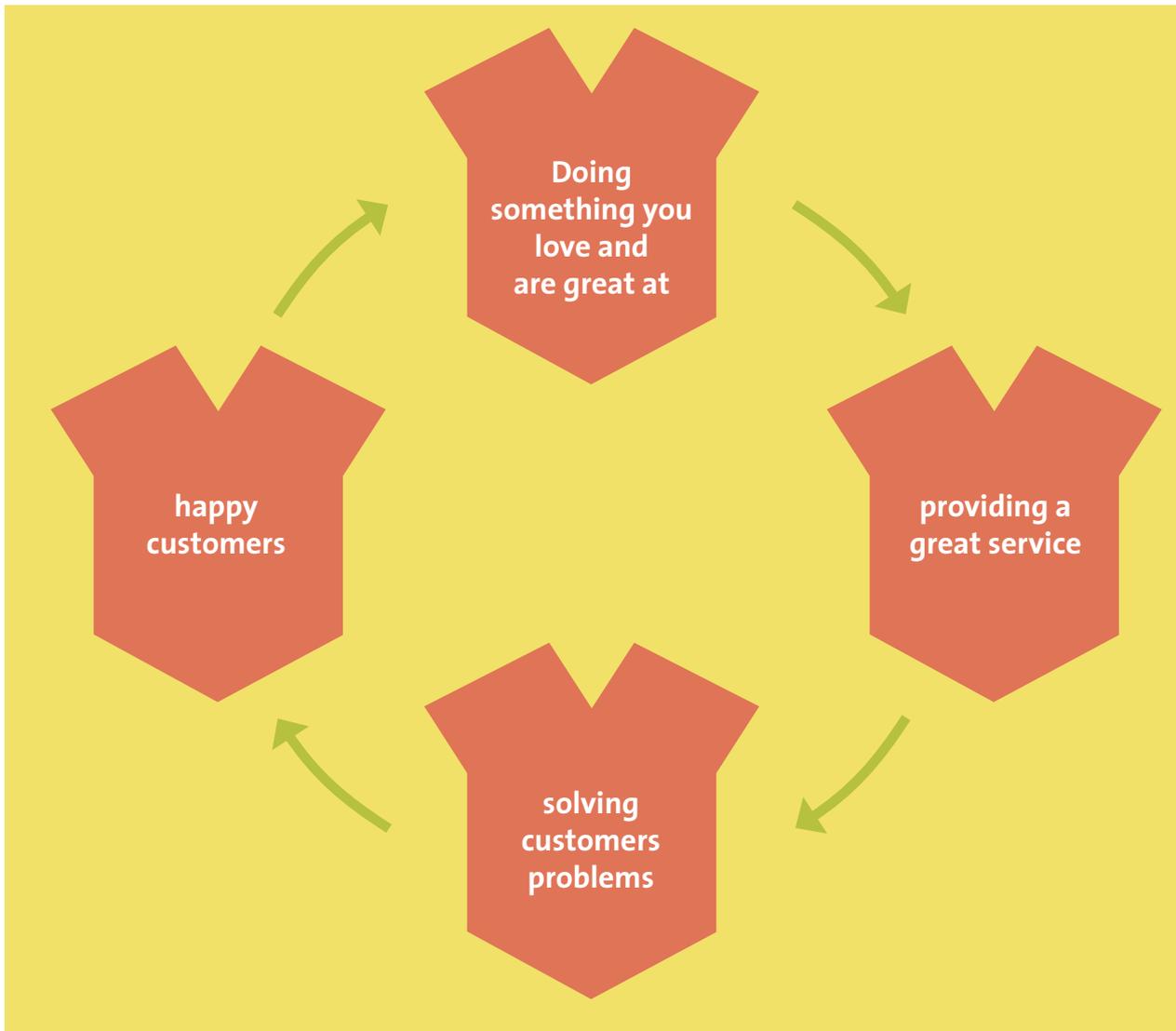
**Take a look at why:**



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.









**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.](#)**