Before you start...

WHY DO YOU WANT TO START A BUSINESS?

Understand your motivations - Is it lifestyle, financial success, helping a group of people, to prove to yourself you can... it doesn't really matter why, but we don't endorse fraud.

WHAT PROBLEM ARE YOU SOLVING?

Has your idea stemmed from a frustration? Or a creative idea? Whatever it is, the most successful businesses are ones that solve pain points for customers, they'll be forever grateful, and you're doing the world a service.. what's it going to be!?

www.commsnerd.com

<mark>comms ner</mark>d.

WHO ARE YOU SOLVING THIS PROBLEM FOR?

This is most important. You need to know who you're talking to. You wouldn't offer dog food to a cat lover, so you have to find your people. Where are they, what do they do, what drives their decisions? What are their pressures, issues, problems that my product or services can transform for them... This is a big and challenging part of the process, because people are infinitely complex. Narrowing down your niche will work out for you in the long run. You can't be everything to everyone, or a dog lover serving a cat person.



comms nerd.