

Are you ready and is your business idea solid?



WITH JOELENE MILLS

Season 1, Episode 1: Welcome to the Idea to Income Podcast

[CHECKLIST](#)

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Ensuring your business idea targets a paying market—and excites you and your clients.

- I have taken a realistic assessment of myself and my idea.
- I have ensured there is a paying market for my services or goods.
- I have a business idea that excites me.
  
- My business idea has or does one or more of the following:
  - Helps the people I know I am uniquely qualified to help.
  - Utilizes most of the skills I have (or at least one main skill)
  - Causes anticipation in me (not dread) at the idea of tackling new skills or areas of business I have never had the opportunity to tackle before.
  - Makes a significant, positive difference to me and my clients or customers.
  - Provides a unique twist I know my ideal client is going to love.
  - Has the potential to make me serious money and build my reputation.
  - The ability to transform my customers' and clients' lives for the better.
  - Is aligned with my core beliefs and most personal values.
  - Will transform MY life for the better too.
  
- My powerful business idea does one or more of the following:
  - Transforms and clarifies my client or customer's understanding of something they are currently having significant difficulty in performing or understanding.
  - Helps a specific group of people to simplify specific, complex things.
  - Helps people see the “why” behind the “how”.
  - Celebrates a client's success (the reaching of goals; achievements and milestones).
  - Makes use of strategies, tactics and tips that my competitors don't (or won't) share.
  - Shows that I have personally or professionally overcome what the client is struggling with.
  - Demonstrates that I have found a teachable way to do something others are consistently struggling with.
  - Generates hope and excitement in that specific group of people, whenever we talk about the topic
  
- I have ascertained and verified that as many of the following conditions as possible exist:
  - It is the right time for me to set up my business.
  - There is a paying market.
  - My niche is narrow enough for me to specialize and stand out.
  - I have adequate start-up capital.
  - My niche is sustainable and scalable.
  - I have done my homework and researched all these aspects thoroughly.
  
- I have:
  - **Commitment**
  - **Dedication**
  - **The ability to be consistent and follow through**

Thank you for listening!

*xo, joelene*

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