

# Online Business Idea Worksheet



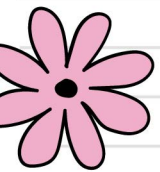
## Cupcake Consulting Incorporated

PROPOSALS. PRICING. NEGOTIATIONS

**Starting an online business can be exciting and rewarding, but choosing the right business idea is a critical first step.**

**This worksheet will help guide you through questions and considerations that will bring clarity to your strengths, passions, and potential opportunities.**

**The goal is to help you identify the type of online business that best fits your skills, interests, and market needs.**



# Step 1: Self-Assessment

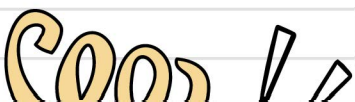
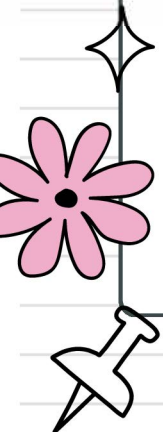


## 1. What are your interests?

Take a moment to list three things you're passionate about. These can be hobbies, personal interests, or things that excite you in your personal or professional life.

## 2. What skills do you have?

Write down your key skills—both professional and personal. These could include anything from technical abilities to communication, design, or management skills.



# Step 1: Self-Assessment



## 3. What are your strengths and weaknesses?

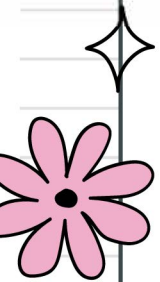
This section helps you reflect on your strengths (what comes easily to you) and weaknesses (areas where you may need support or improvement).

### Strengths:

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### Weaknesses:

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## Step 2: Define Your Market

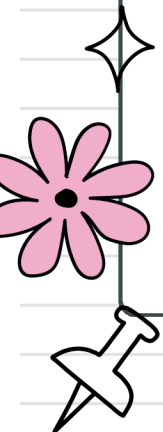


### 4. Who is your ideal audience?

Think about the people you would want to serve. Are you targeting a specific age group, industry, or type of customer? Describe your ideal target audience.

**Demographics (age, gender, location, etc.):**

**Psychographics (interests, lifestyle, pain points, etc.):**

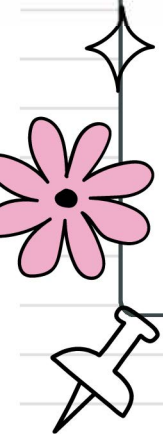


## Step 2: Define Your Market



### 5. What problems can you solve?

Great businesses solve problems. Consider the challenges or needs your target audience faces. What problems are you passionate about solving?



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## Step 3: Explore Business Models

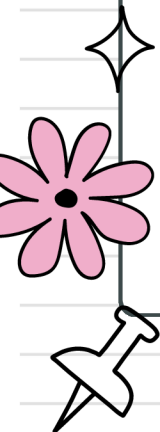


### 6. What type of online business appeals to you?

Below are a few common online business models. Check the ones that resonate with you, and feel free to add others that come to mind.

- **E-commerce** (selling physical or digital products)
- **Online courses and coaching**
- **Freelancing** (writing, design, programming, etc.)
- **Membership sites**
- **Affiliate marketing**
- **Content creation** (blogging, YouTube, social media)
- **SaaS** (Software as a Service)
- **Dropshipping**
- Others (Please specify):

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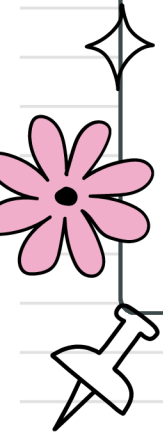


## Step 3: Explore Business Models



### 7. Why are you drawn to this business model?

Write down a brief explanation of why you feel attracted to the business model(s) you've selected.



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## Step 4: Validate Your Idea

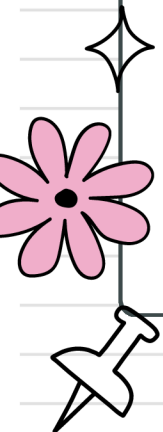


### 8. Is there a market for your business?

Do some quick research to find out if your idea has potential. Ask yourself:

- Are there existing businesses doing something similar?
- Are people actively searching for solutions to the problem you want to solve?

Write down what you find:



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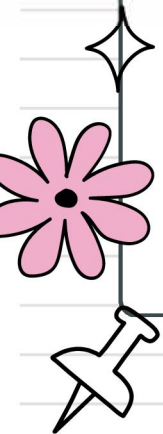


## Step 4: Validate Your Idea



### 9. How will you stand out from the competition?

Think about how you can differentiate your business from others in the same space. Consider your unique selling proposition (USP).



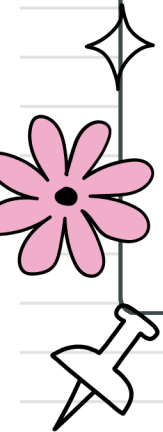
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## Step 5: Set Your Goals



### 10. What are your short-term goals?

In the next 3–6 months, what do you want to accomplish for your business? This could be milestones like setting up a website, making your first sale, or attracting your first clients.



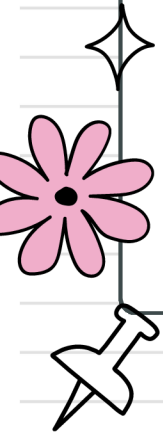
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## Step 5: Set Your Goals



### 11. What are your long-term goals?

Where do you see your business in 1-3 years? Think about growth, revenue, and scaling.



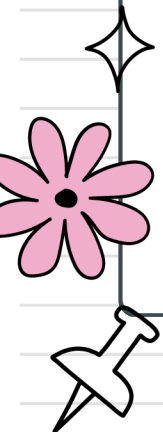
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## Step 6: Action Plan



### 12. What is the first step you will take?

Starting a business can feel overwhelming, but breaking it down into smaller tasks will make it manageable. What is one thing you can do today to get started?



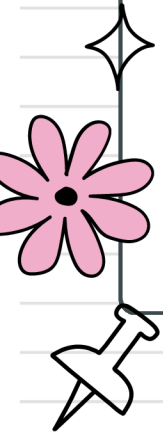
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## Step 6: Action Plan



### 13. What resources or support do you need?

List any tools, people, or resources you need to get your business started (e.g., website builder, mentorship, financial resources, etc.).



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# Get Started!



**Now that you've reflected on your interests, skills, audience, and business models, you're well on your way to identifying the type of online business you want to start.**

**Keep this worksheet handy as you move forward and refer back to it as you refine your business idea.**

**Need more guidance?  
Check out the  
Complete Cupcake Consulting Guide!**

