

25 Ways To Turn **YOU** Into A Business

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This worksheet is to help guide those of you who are having difficulty thinking up a business idea. What's included are 25 prompts you can use to help you get started.

(Hmm, perhaps this should have been titled, "25 Prompts to Turn YOU Into A Business." Nah, it's fine as is.)

We've all sat there wondering what we bring to the table. Most of us, at some point, have asked ourselves why anyone would want to buy a product or service from us.

Well, here are 25 answers ***you will give yourself*** to prove that you have something of value to offer the rest of us. I've added some commentary to expand on each prompt but I didn't go too detailed because you should still try to be creative.

Want some input? If you're still feeling lost after you've read this then feel free to email me at questions@jonalford.com and I'll do my best to help you out.

Without further ado....

1. I enjoy doing these things...

Think of the things you enjoy doing the most. What brings you pleasure, happiness, and allows you to express yourself? Think of how you can create a community of people focused around similar interests.

Can you offer them how-to tutorials? Arrange meet-ups and support groups? Are you able to lead an "inner circle" of people that share your interest(s)?

2. People tell me I'm good at...

List a few things people gave you praise for at one point or another. Are you an avid gardener? Can you quilt or scrapbook like a champ? Maybe you're fantastic at managing personal finances?

Now think about how you can help teach others develop these same skills.

3. People come to me for advice on...

This one is self-explanatory. What type of advice seems to easily flow from you to those who seek you out? Can you see yourself building a website that shares your wisdom? You can start by writing a short white paper or eBook focused on your advice topic(s) to grow an email list and community.

4. I am often complimented on my ability to...

Are you great at organizing your home? Do you organize events? Do you compel people to help you with fundraisers? Are you great at making new friends? If any of these describe you then you can easily get the word out about your skills using social media.

5. My dream job is...

Describe your dream job. Now think about how you can modify that plan to simulate a version of it right from home. Which elements are transferable to the home office? Can you pare it down to just one employee (you) to start?

6. My hobbies include...

What are your hobbies and do they lend themselves to community support? What have you added to the hobby or learned from it so that you can mentor new hobbyists? What related products can you promote for income?

7. I want to invent...

Be creative here. Let your mind go free. What would you invent if you could invent anything? Who would you need to involve? Is it possible for you to build a small scale/prototype with help from a few friends?

Have you noticed any market demand for it or related products?

8. Product "X" would be better if...

Think of any gadget or gizmo out there right now. What is it lacking? How can you enhance the performance, engineering, or experience of using it? Do other people agree with you?

9. Website "X" would be more useful if...

Website "XYZ.com" is so great if only they would...? How can you get started building a website that fills that market gap?

10. Professionals in my industry always need...

Every industry has its own bottlenecks and shortages in one form or another. What do professionals in your industry complain about all the time? How can you be the one to offer a solution to your peers?

Can you joint-venture with someone to make it happen?

11. Local businesses want _____ (which is something I can provide).

Local business owners are busy. If you can help them capture more customers, spread more awareness online, or just trim costs in general then they'd be more than willing to hear your message.

12. Local businesses need _____ and I know where to refer them.

Hey, maybe you're a bit lazy. You don't want to do the legwork of helping a business grow. BUT...maybe you know the right people to get the job done and you can connect great service providers with local business owners.

Use your networking skills to create (broker) relationships!

13. My 3 favorite motivational hacks are...

Personal development is big business. People love finding out new ways to get things done, shortcuts to efficiency, and they enjoy self-improvement type of content.

Share your biggest motivational successes with people and expand on how you implement a piece of those successes in daily life. Then grow your community and share products and services with them that you recommend (online). Some form of personal coaching can follow.

14. My top 5 time management tips are...

Similar to #13 above, lead people on a journey of effective and efficient time management and they'll love you for it. Coaching, phone consultations, and even paid tips delivered to their inbox are options to help share your wisdom.

15. What makes me so unique is...

*There is **nobody** on this planet like you. **Nobody**. Knowing that, your personal competitors just dropped down to zero. Now take your personality, your inner self and start letting her/him shine through for others to see.*

*Now the fun part: take your quiriness, unique personality, or special traits and apply them to a market that **NEEDS** new life infused into it. You win by learning a new market and the market wins by seeing a new face in their industry shining new light on old topics.*

16. My funniest personal story is...

People love to be entertained. Think of your funniest personal story and share it with someone. Gauge their response. Now think of other funny personal stories you have; is there a theme? Do "weird" or "funny" things seem to happen only to you?

Can you extract a great moral or message from each story? Do you notice a common thread or theme among all your stories that you can focus a core message?

A fun, light, and educational storytelling type of site can pull in a lively community. Advertising or affiliate marketing will probably be a monetization strategy along with listening to what your audience is asking for and delivering it.

17. In the past I've sold...

Were you a car salesperson? Help car salespeople learn to sell more or sell more by ethical means. Revolutionize how car dealerships treat potential customers and streamline their online customer service processes.

Maybe you sold on eBay before; what are the lessons you learned? Do you sell things online regularly? If you're a craigslist, Etsy, eBay or Amazon vendor then share your knowledge. People are always curious to know how to sell stuff to earn side cash.

18. I'm a great communicator and my relationships reflect it: Yes or No?

*Yes or no **and add** what you have learned from your experiences and share those lessons with others. Help people communicate with their loved ones; kids, parents, friends and co-workers. We all know people that just don't communicate well.*

19. I'm physically fit and my secret is...

How do you stay so disciplined when it comes to hitting the gym? Or if you're a

runner; how do you get up every morning and keep at it no matter what?

A motivational website or even personal training business may be great for you. Share your journey and motivational hacks that help you design the type of body people envy.

20. I've lost "X"lbs. in "X" months and here's how I did it...

This is a huge issue these days! There are even reality TV shows about obese people competitively shedding their weight. What did you do SO well when others can't seem to take even the first step?

Can you offer candid advice? Can you share actionable steps and genuinely care about the people that need your help? Show people that you want to help them and hold them accountable and word about you will spread like wildfire.

21. I find inspiration in these places, ways, and times...

Are you the meditative type? Maybe a Yoga enthusiast or in touch with Nature in general? If you've found an inner peace and calm that you can help others attain then help us!

Most people are looking for respite from the agony of the rat race.

22. People that know my story of overcoming struggle say this...

What mark are you leaving on this World in spite of your limitations? Do you embrace the challenge of doing "what nobody thinks you can do?"

Everyone loves a great comeback story. If you have a particularly inspiring life story then leverage it to spread a message that matters to you. Create a website and proudly share your story. Then fuel people's passion for achieving their goals.

23. I have the uncanny ability to quickly and easily teach people how to _____.

Some people are natural-born teachers. They have a way of connecting the dots for people in such a relatable way that you can't help but to learn the subject.

*Can you take subject matter and teach it to people in such a way that they will see **how to apply the knowledge?** That's powerful; get out there and teach them online and in mastermind sessions offline.*

24. My personal finances resemble:

--A Tornado

--A Tranquil Garden

If your finances are an utter mess, well, you're probably like most people walking the planet today. BUT...if you have a game plan to restore your finances to health then share it! Tell people about it. Use social media, your own website, or other mediums to share your journey.

Invite people to join you as you stabilize your finances and hold each other accountable.

If your finances are a tranquil garden then you get the point. People need your savvy and tips to stay disciplined to avoid frivolous spending.

25. My wit and humor are my best features.

Once again people love entertainment. Humor site audiences generally aren't targeted, so try printing your humor on shirts, cups, mugs, winter hats...or other apparel.

Share your funny slogans, designs, and even comics! Everyone loves to laugh.

Closing Thoughts

Be creative. Be brave. Toss aside self-limiting beliefs. **Apply** what you learn out there and don't just consume information.

Thank you for reading and I sincerely hope you've been inspired to start a business of your own or add a new income stream to a current endeavor.

I encourage you to share this worksheet with anyone you think needs a nudge in the right direction (please give attribution back to <http://www.jonalford.com>). Have a productive day!

Take Care,

Jon Alford

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