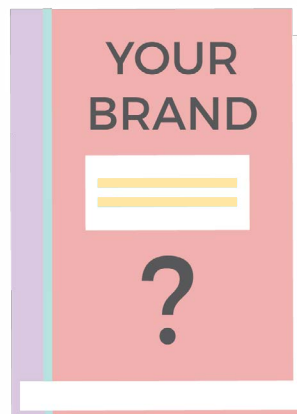


*the*  
**BORN TO**  
**BUILD A**  
**BUSINESS**  
*workbook*



# BORN TO BUILD A BUSINESS



the first question you must answer || **the where**

Let's talk about you. If you're going to create the business you were born to, let's first take a minute and figure out what makes you unique.

**Use the questions below to guide you to your ultimate answer:**

**1. What are 3-5 strengths that you currently possess?** Think of things that others have given you compliments on or things that you know you're innately good at. You can also list any skills you feel confident as a strength.

**1.2 What experiences have you had that, looking back, you could possibly guide someone through more easily?** This could be something simple, like a technical process, a life changing experience, or even a transformative journey.

## NOW YOU CAN REALLY ANSWER THE QUESTION:

**Where** do your hidden talents (strengths, skills, & experiences) lie and could they be used to help you start a business?

# BORN TO BUILD A BUSINESS

2

the second question you must answer || **the what**

Every business solves a problem - from fashion to finance or from music to motherhood. Take time to explore what issues you could potentially help resolve.

**Use the questions below to guide you to your ultimate answer:**

**2. When thinking about your previous experiences, what problems could/did make it more difficult?** You can also think of issues or problems that may arise for others who don't have your particular set of strengths and skills.

**2.1. What would you ultimately want to be known for?** Do you want to be known for creating really informative resources, giving good speeches, providing excellent service, , operating on a budget, etc.? Try to think of a phrase as opposed to just a title.

## NOW YOU CAN REALLY ANSWER THE QUESTION:

**What** issues/problems are you able to solve with your unique talents that you wouldn't mind being associated with?

# BORN TO BUILD A BUSINESS

3

## the third question you must answer || **the who**

Your future business is all about solving a problem for others. Now that you better understand the problem you could be solving, let's think about who you'd be solving it for.

**Use the questions below to guide you to your ultimate answer:**

**3. What particular pain points do people with this problem have in common?** Identify both common pain points (such as money or time) as well as unique pain points (such as particular fears or sensitive situations). Also think of your personal experiences.

**3.1. What other interests do people with this problem possibly have in common?** Life is not all about issues and pain points, so think of role models, activities, websites, and other interests that might appeal to them as well.

### **NOW YOU CAN REALLY ANSWER THE QUESTION:**

**Who** is your business going to solve a problem for and what other interests do they all have in common?

# BORN TO BUILD A BUSINESS

## 4

## the fourth question you must answer || the how

After identifying potential problems and pain points that your ideal individual may have, let's look at how you are best suited to help them.

**Use the questions below to guide you to your ultimate answer:**

**4. What free resources could you create that could help them with the problem you're trying to solve?** Think of things such as blog posts, videos, podcasts, sound bites, checklists, trackers, etc. Also think of things that could be a little out the box.

**4.1. What product could you create that could help solve their issue?** Think of things like books, video workshops, simple courses, templates, workbooks, etc. Also try to think of something that could potentially bridge into an offered service.

### NOW YOU CAN REALLY ANSWER THE QUESTION:

**How** are you going to best solve your ideal individuals problem with a service catered just for them?

# BORN TO BUILD A BUSINESS

5

the final question you must answer || **the why**

Knowing all that you do now, why do you really want to start a small business? Is it to create a more flexible schedule? Is it to earn additional income? Or is to help others with a problem you use to struggle with?

**Use the questions below to guide you to your ultimate answer:**

**5. Besides your talents and experiences, what else is motivating you to start your business?** Think of what it could mean for your family, for your finances, or even for your freedom. Be as honest and open as you can while answering this questions.

**5.1. Now that you have the basis for your business, what's stopping you from moving forward with your idea?** What else is keeping you from moving forward and how can you create a plan to overcome that?

## NOW YOU CAN REALLY ANSWER THE QUESTION:

**Why** are you uniquely qualified, able and willing to start your side hustle and why wouldn't you start creating it now?!

HEY THERE, I'M YURI!

HERE TO HELP YOU  
DIY YOUR SIDE HUSTLE  
ONE SMART STEP  
AT A TIME



WHO I'M HERE FOR

I teach how to create digital products in order to generate passive income online - helping you run a side hustle on auto pilot.

YOUR CURRENT STEP

Use this *Born to Build a Business Workbook* to answer the essential questions needed to create a business that's catered to the life you now live.

YOUR NEXT STEP

The DIY Side Hustle Starter Guide || STAGE 1: NAIL YOUR NICHE



CHECK OUT THE GUIDE HERE

VIA YURI.COM