

Beginners Guide to Starting a Business in 3 Hours Per Week

3 hours doesn't sound a lot, but over just one month that equates to nearly 2 solid days of dedicated startup focus. Manage your startup time well, working in solid chunks and you'll be amazed at the progress you will be making. Some examples of a month's worth of 3 hour time blocks:



Mind Mapping

Mind Map all ideas for your future business. No filter; write down everything you know about your startup. Then look at the how's - break down your goals and targets into smaller month on month actions. Ask yourself questions like; how will I get closer to achieving that? What are the options available to me?

Create Your Offering

The single most important piece of work you can do for your startup is asking and answering this question: What will my customers buy from me? Make it as easy as possible for your customers to do business with you. Package up an offering, give your potential customers 3 choices; add value to your packages, make it easy and clear as to what benefits your customers will receive when buying from you, what problems will you be solving, e.g. helping people to become more organised and less stressed, helping business owners create socially engaging media content, build more profitable relationships etc.

Identify your Ideal Customer

Once you have your packages/offering sorted who do you want to be selling to, working with? At this stage it's all about your ideal (as any business should be) - what do you know about them already - age, gender, demographic, geographic, challenges etc? The ask yourself where do they hang out - where are you most likely to find them: Facebook, LinkedIn, Twitter, networking events, local groups. Do lots of research around this. What are they concerned with, what keeps them awake at night - how would they like to get this problem solved?

Networking & Local Events

Find out about all the local business events happening near you. You'll be amazed at the sheer amount of local business related events there are. You will have the opportunity to network, share ideas, challenges, uncover other business opportunities. You don't need to be a business owner to do this. Loads of support available..