



the LADY STARTUP IDEA GENERATOR

Hey there future Lady Startup...

I'm Mia Freedman and welcome to the **Lady Startup Idea Generator** - your fast track tool to narrowing down your business idea and kickstarting your new path as a Lady Startup.

You're here because you need an idea. **A GREAT idea**. The kind that makes you want to jump out of the bed at 5 am because you can't wait to bring it to life.

I'm going to help get you there.

The following guide has been specifically designed to get you crystal clear on a business idea that is both profitable and actionable. Honing in on the right idea is absolutely essential before you start to invest time, energy and money into a business idea.

I'm going to walk you through the exact steps you need to gain clarity and confidence about your future business idea and figure out how to **play to your strengths**.

Becoming a Lady Startup and building the business you've been dreaming about is absolutely in your grasps, you just need a little help to organise all those creative thoughts swirling around in your head.

That's what I'm here for :) I trust you'll put in the required work to review each exercise thoroughly and work through each step in order (that's key) and I look forward to seeing you on the other side, with your killer idea crystal clear and ready to launch.

Xx Mia





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YOUR WHY

Before we get started trying to figure out WHAT your business idea is, let's take a minute to figure out your WHY? This is where I want you to take a minute and really think about what your driving factors are. Perhaps you've come to despise your day job or crave more flexibility or prefer to work around your own schedule. Below list out all your (honest) reasons for wanting to start a business:



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PLAY TO YOUR STRENGTHS

Now that you're clear on your WHY let's move ahead and start to gain more clarity on what this special idea is going to be. For this next exercise, I want you to start to think about what you're really, really good at. List all your strengths and areas where you excel (think about specific technical skills but also character traits).



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IDENTIFYING YOUR NICHE

Below you're going to begin to list out all your areas of interest. I want you to get creative and let the ideas flow. The reason I'm asking you to do this is that you're going to spend countless hours on your future Lady Startup and I want to make sure that you choose an area of business (ie. your niche) that holds your interest and you enjoy spending time on.

Think about:

- What you do for fun
- What parts of the day you love the most
- What your hobbies are
- What you care deeply about
- How you love to spend your weekends
- What you enjoyed as a child
- What ideas come to you in the shower

I want you to start to think about all the areas that really motivate and inspire you - don't hold back! List them below:



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THE IDEA LIST

Pulling all the information you compiled from your own strengths and what your hobbies are, I want you to now begin to build out your dream business wish list below. What type of business could you launch? Looking at patterns from what you've already written, let your imagination run wild - list out ANYTHING that comes to mind (not just what you think is a realistic idea)



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TOP 3 CHALLENGE

Once you've let the ideas above settle (sleep on them if you need to give yourself some time) I want you to pull out the THREE ideas that stand out to you. These are the ones that really feel worthy of exploring more and putting more time, energy and even money behind.

Idea #1 _____

Idea #2 _____

Idea #3 _____

THE CIRCLE OF TRUST

By now you've taken time to think about what you're really good at, what you enjoy doing and where your real interests sit. You've brainstormed your multiple business ideas and narrowed it down to the top three contenders right? Good. Our next step is doing a bit of research and getting feedback from those closest to you - aka your circle of trust.

I recommend running your three ideas by your closest family and friends. Does the business idea compliment your skillset? Do they see any opportunities where they can assist with your business idea or help develop any further? Use this close circle as a sounding board to discuss all three ideas and help narrow down to one or two final choices that you can move forward with.



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THE BIG IDEA!

In our final step I'm asking you to look back and review your answers from the previous exercises to narrow down your top 3 business ideas into the ONE BIG IDEA you're going to use as your Lady Startup launchpad.

When deciding among these top 3 ideas, take into consideration your why, your strengths and what motivates you. You want to be on alert for patterns that begin to emerge, what excites you, what your inner circle contributed to the conversation and what you feel can succeed out in the marketplace. Don't ignore your gut insight either (after all you're going to be the one pouring hours and energy into launching this Lady Startup) so it needs to feel aligned, achievable and ready for you to action.

Drumroll please....write out your final Lady Startup business idea below:

My Lady Startup IDEA _____

NEXT STEPS

Congratulations! Getting to this stage is a huge achievement and I applaud you for putting in the work and coming up with a solid and exciting Lady Startup idea.

But the fun is only just beginning....

I've been working side by side with hundreds of Lady Startups to help take them from idea to launch in just 6 weeks as part of my [Lady Startup Activation Plan ecourse](#). If you're ready to bring your idea to life but not sure the exact steps to follow this course is just what you need. You'll find all the information about our next class here - I hope you can join us.