

WORKSHEET: WHAT ADDITIONAL PRODUCT OR SERVICE IS FOR MY BUSINESS?

Use this worksheet to work out your skills and passions and determine which additional product or service could add to your business.

What do you see as your top 5 personal strengths at work?

1. _____
2. _____
3. _____
4. _____
5. _____

What are your top 5 personal interests or hobbies?

1. _____
2. _____
3. _____
4. _____
5. _____

In your current work or business what are the things that customers or colleagues complain most about?

1. _____
2. _____
3. _____

Based on the information above answer the following questions:

1. What service or product do you see as a need in the market?

2. Does this suit your strengths and personal interests?

3. Who is currently offering this service or product that would be competitors?

4. How will you integrate that product or service into your current business?

5. Who can you contact to build a network to help sell the product or service?

6. Does this product or service *FIT* with your current products and services?

7. Is your business ready to add a new product or service or do you need to consolidate what you are currently doing?

If you don't feel that your business is ready to take on another product or service I would suggest that you start by organising and prioritising what you are doing and finding other people that can help you before you take the next step.

If you need help to get started on this process please contact me on:

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