

If you get stuck thinking of business ideas, try using this worksheet. Solve a problem. Operationalize your talents.

adapted from  
**Find and Test Your Business Idea**  
with Dave Crenshaw

## Finding Your Business Idea: Needs Worksheet

Question to Consider	Your Notes
<p><b>What is something—on a regular basis—that you complain is missing, too hard to get, or too difficult to use?</b></p> <p><i>"I wish I could...!"</i></p> <p><i>"It drives me crazy that...!"</i></p>	
<p><b>What is something—on a regular basis—you hear others complain is missing, too hard to get, or too difficult to use?</b></p> <p><i>"Why doesn't someone...?"</i></p> <p><i>"It's annoying that..."</i></p>	
<p><b>What is something others have repeatedly asked you to do/give/make for them?</b></p> <p><i>"Could you...?"</i></p> <p><i>"You're the best at..."</i></p>	
<p><b>What is something that a business did recently that got you upset? How could you solve that problem so it doesn't happen again?</b></p> <p><i>"I hated it when...and I could solve that by..."</i></p>	
<p><b>What is something people use or buy, daily or weekly, that relates to your talent?</b></p> <p><i>"People buy... and I am talented at ..."</i></p>	

**Think: BEST. ONLY. FIRST.**