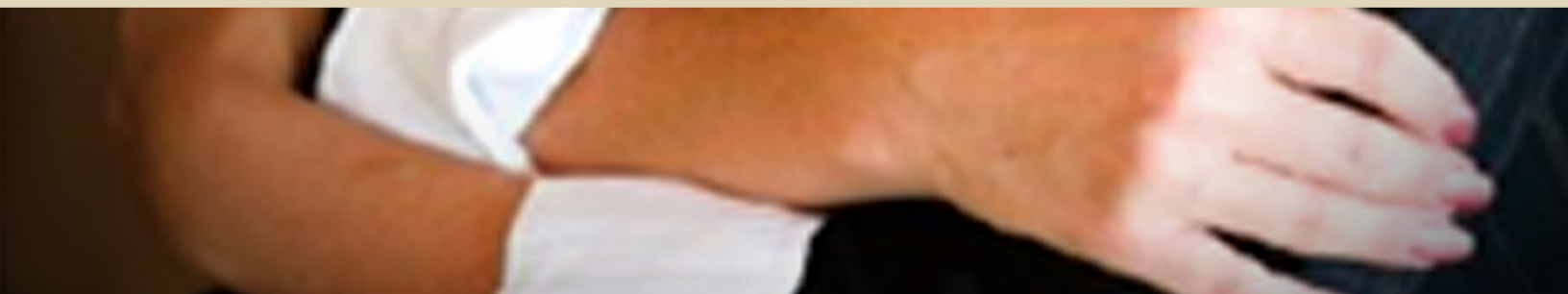




# 13 Proven Ways to Discover

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## The Perfect Home Business for You



**BY DONNA PARTOW**

**MILLION-COPY BEST-SELLING AUTHOR & SUCCESS COACH**

## About Donna Partow

### Your Business Success Coach

Donna is a best-selling author and international motivational speaker on a mission to empower women around the world to make a real change--in their own lives, and in the lives of those they touch.

Donna has lived that message, traveling on six continents and impacting hundreds of thousands along her life journey. As the Founder of Women's Empowerment University, Donna serves as a Life Coach for Women with a Mission.

Although best-known as an inspirational author and speaker, **Making Money From Home** takes Donna back to her roots as a natural-born entrepreneur—the kind of kid who sold lemonade and even snatched her brother's comic books to sell to the neighbors! The first of her 30 books was **Homemade Business: A Woman's Step-by-Step Guide to Earning Money at Home**, published by Focus on the Family back in 1992. Her radio appearance garnered one of the largest listener responses up until that time.

Donna began working from home in 1988 after being laid off as an Investment Banking Representative. Over the past twenty-plus years, her business ventures have ranged from writing corporate brochures and press releases to network marketing and offering internet e-classes. She was part of the team that pioneered ivillage.com, serving as the Work From Home coach and co-creating one of the first content providers on the internet.

A gifted communicator, Donna has spoken twice at the Central Intelligence Agency headquarters and has been a featured speaker at Senator John McCain's annual conference for women on three occasions. Donna initiated the concept and toured with Women of Virtue for three years. She has traveled and worked throughout the United States and on six continents, including such diverse countries as Egypt, Turkey, Colombia, Thailand and Papua New Guinea. She's as comfortable teaching in a mud church in Mozambique as she is speaking to thousands at a leadership conference.

Donna has been featured on hundreds of radio and television shows. Her books have sold more than a million copies worldwide and have been translated into numerous languages, from Arabic and Chinese (printed by the Chinese government) to German and Spanish. Some of her best-selling titles include **Becoming the Woman I Want To Be: A 90-Day Journey to Renewing Spirit, Soul and Body**.

Donna studied at the University of Pennsylvania's School of Arts & Sciences and Wharton School of Business, where she maintained a 4.0 GPA. She holds a B.A. in English *summa cum laude* from Rutgers University.

## 1. Evaluate your educational experiences



List your educational background, beginning with kindergarten. What do you know about yourself because of your school experiences? Don't limit it to "I'm good at math." For example, I

walked out on high school biology when it came time to dissect a frog and told the teacher I'd rather receive a D (even though I was a straight-A student) than participate in something I found repulsive. I learned that I make decisions with my heart, not my head.

This type of information is important to know.

If you won awards or preferred extracurricular activities, what does that say? Look for clues that might lead to your success.

Have you had any special training, such as first aid, horseback riding, public speaking, self- defense, or CPR? If you've had more than a day's worth of training, list it. If you paid to learn it and enjoyed the experience, could you learn enough to teach others



who'd be willing to pay you to be the trainer? Include the five most significant.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## **2. List every job or business you've ever had**

Beginning with your lemonade stand, list everything you've ever done to earn money. Yes, everything. Under each item, list every skill required and acquired, along with every lesson learned, including what each job taught you about yourself. My lemonade



stand taught me I work better with a deadline. I was always having lemonade and comic-book sales, but when the carnival came to town, I went into overdrive and made a bundle of money. Why? Because I knew it was in town for a limited time. That sense of urgency motivated me. It still does.

What motivates you? There's room for ten ideas!

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_
- 10. \_\_\_\_\_

### **3. Maybe your free time holds the key to financial freedom**



List five things you enjoy doing with your free time.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Now consider: might any of the above be the basis of a business idea? Jot down a few possibilities:

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## 4. Read something into your reading habits



Look over your book collection. What category do most of them fall into? What topic have you read widely on? Which section of the bookstore or library do you gravitate toward?

Have you learned enough to teach others, whether through writing, speaking, or a combination of the two? One of the most valuable skills in the Information Age is the ability to study a mountain of information and consolidate it into a need-to-know actionable one-stop resource.

If you love to learn, you can learn to synthesize what you learn and share it with others.

List the two most popular categories:

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## 5. Surf through your surfing history

Which internet sites do you frequently visit? Could you build a website or create a blog of your own offering similar information? I love surfing political websites and do it even though I'm not getting paid. (In fact, half the reason I don't get paid a lot more is because I spend too much time surfing political websites!!)

Are you a super surfer? Maybe there's a way to make that habit earn you money. You don't have to be a great writer to be a successful website host or blogger. Many of the most popular sites serve as information aggregators. Or, if speaking is more your style, create a site that's audio or video-driven.



List the 5 most popular:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## 6. Let's discuss your favorite topic of discussion



If you could talk day every day what would it be? What energizes you only about one topic all for the rest of your life, be? What excites you? What topic comes conversation that you can't stop talking about?

Trust me: If you'll make that topic the heart of your business, you're guaranteed to succeed.

List your top 5:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## **7. Make a list of your special talents.**

This is the wrong time to be modest. If you want to succeed in business, you have to make a realistic assessment of your best strengths. List any special talents you have, from the obvious, like music, to the not-so-obvious, like your talent for putting people at ease. Do you golf or play tennis? Are you good enough to give lessons? You get the idea.

Try to list at least five:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## 8. Evaluate Your Normal Activities

Write out a detailed description of your typical day. Don't skip anything! You're looking for the usual, the routine. Often we get into a routine of doing things because we have a special knack for and truly enjoy them. We assume everyone else operates at the same level of skill and joy. Not true! You may have special abilities others would cherish, hidden in plain sight.



### Typical morning:

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### Typical afternoon:

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## Typical evening:

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Is there anything you've written that you absolutely love doing and would do all day even if no one paid you? Maybe you love your morning workout. Maybe you love tending your garden or caring for your pets. I

don't care what it is, there's a way to turn it into a business! Jot down 5 possible business ideas based solely on your daily routine:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## **9. Makes a Tasks & Skills list**

Use the following spaces to create a list of all the tasks you complete on a routine basis. Take time to evaluate the skills involved in each. You might even rate yourself, on a scale of 1 to 10, based on the level of skill with which you complete those tasks. In other words, I cook, but I have zero skill at it.



You might be a gourmet chef and you can create an excellent business, either cooking for others or teaching them how to cook with more skill.



Now, carefully evaluate the tasks you do each week and the skills required for their successful completion. Don't overlook things



like driving kids around. I know a woman who started her own after school shuttle service! Do you iron? Lots of people who wear professional clothing (uniforms, suits,

or dress shirts) would love to have someone iron for them and are willing to pay, especially if you pick up and deliver. List 5 possible business ideas related to your Tasks & Skills List:

### **Tasks**

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## Skills Required

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## 10. Evaluate the Unusual

What is unusual about you? Do you have any unusual interests, activities or life experiences? Would others be fascinated by it? Were you raised in the jungles of South America, with monkeys and boa constrictors for pets? Did you backpack through the Middle East by yourself for two years? Do you collect spiders or grow flowers indoors in the winter? People are fascinated by the offbeat and unlikely. How can you capitalize on that fact?

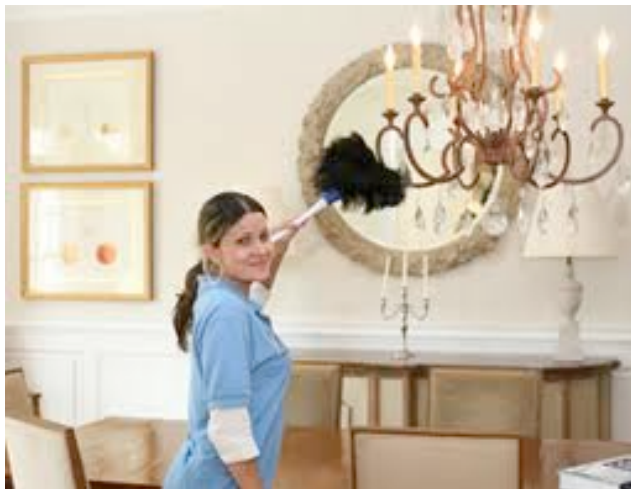


For example, one of my friends grew up in the jungle because his parents were missionaries with New Tribes Mission. His first business was selling paintings of tribal scenes he recalled from his

youth. Today he runs a videography business, but many of his customers are missions organizations who recognize that his unique upbringing and understanding of tribal culture enable him to bridge the gap between the people they're reaching on the field and those they're reaching out to for funds.

List the 5 most unusual things you can think of about YOU:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## 11. What do you hate to do?

Is there anything you absolutely detest doing? Do you think other people detest it too? Housecleaning is the perfect example. So start a housecleaning referral service, where you get paid a fee to schedule and manage reliable housecleaners.

Let's just come up with two things you hate!

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## 12. Consider Problems You've Solved

If you hope to succeed in a business, you must become the kind of person who walks, talks, eats, and breathes the subject around which you're building the business. So look closely at problems you've personally solved and obstacles you've overcome.

For example, if you've struggled all your life with poor health or battled weight control and found solutions, look no further for the focus of your business.



Have you survived the heartbreak of divorce but found new life on the other side? Have the incredible challenges of parenting in the modern world forced you to find creative answers to difficult questions?

I don't care how shy you are; if you've found a real solution to a real problem, your concern for other people alone will empower you to share it. Sharing is just another word for selling. And don't kid yourself: If you're going to stay in business, you absolutely must learn to sell. So positioning yourself to speak from a place of deep passion born of compassion is the surest road to success.

Brainstorm challenges you've faced that have forced you to search for answers. Answers you can market to others for a profit, whether you package those answers into a product, service, book, eclass or live training or personal coaching program.

Listen to people around you and what they're saying about problems they're facing. Something that came easily to you might be a struggle for others. If you can help solve their problems, they'll help you build a profitable business.

### **13. Listen to Compliments**



There's such a thing as false modesty. Some people have amazing talents but refuse to give themselves any credit. Are you one of them? Consider the compliments you receive.

Do people compliment you on how well you dress? Become a fashion consultant. Are people amazed at your ability to stretch a dollar? Write an e-book filled with your best strategies and market it via the Internet.

Make it a point in the coming weeks and months to notice what people compliment you on. Then ask yourself—and you might even ask them—if there's a business opportunity in there

somewhere. Would people pay you to help them become as good as you are at this skill or activity?

List 5 compliments you have received lately:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Note if you see any potential business ideas based on your list:

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There you have it! **13 Proven Ways to Discover the Perfect Business for You**. If this ebook helped spark some ideas, I'd love to hear more about it. Visit me on **Facebook** or my other social media sites like **Twitter**, **Google+** and **Pinterest**. I want to cheer you on and support you in your journey!



## What's Your Next Step?

I hope these **13 Proven Ways to Discover the Perfect Business for You** have been helpful. If you'd like additional help along your entrepreneurial journey, I encourage you to consider some of my online resources, including [Author-ity: Get Your Book in Print & on Kindle in Just 30 Days](#), [Take Your Message to the World](#) and our [Lifestyle Freedom Events](#). I've successfully worked from my home for nearly 30 years and have empowered tens of thousands of others to do the same. I offer a variety of ebooks, eclasses and coaching options through my website, [www.donnapartow.com](http://www.donnapartow.com).

I look forward to coaching YOU to success.

Donna Partow

Author,

**Making Money From Home**