



General Business – Tip #2

How to Research a Business Idea

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So you have a good idea for a business. And why not? After all, I hear they are a dime a dozen. But you want to know if yours has any merit. Why not research it?

Here are 10 QUE-tips to help you:

1. **You don't need a degree** to do research. A clipboard and some blank white (colored if that's your thing) paper to write and draw on is enough to start.
2. **Begin with the end in mind.** Where do you want your idea to end up? As an online store? As a small physical business in a mall? Or a big corporation?
3. **Before you look for answers...**figure out the right questions to ask. Those are the ones that will help you figure out if your idea is worth investing in.
4. **Don't be a copycat.** Be a detective instead. Follow the clues left by those before you and you will get the answers you want faster. Don't reinvent the wheel.
5. **Don't try to figure out all the steps at the beginning.** Sometimes the next step only appears after you have completed "this" step.
6. **Don't judge your intended actions** just take them. Sometimes, something that seems really dumb can give you some amazing insight.
7. **Remember everything and everyone is a resource.** The cashier at your coffee shop, your hair salon or barbershop, your friendly Parish Priest (or his wife).
8. **Don't forget the internet.** But safeguard yourself against information overload. I've been down many "rabbit holes" in the name of research. Sigh...
9. **Leave your comfort zone.** Like everything else you want, the answers for your big idea are outside your comfort zone. The only way to get them is to go where they are. And when you get there...
10. **Just do it!** Don't get in the way of you and your next US\$1,000,000 pay day!

Want to prevent information overload from ruining your research? [Get help here!](#)

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