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Choosing the business to go into

It seems that everybody I've ever met has dreamed of starting a business. It's a common phenomenon. Then the dream gets lost in the weeds.

People think about a dozen different businesses. This might work, but I don't have the money. That is a good idea, but I don't know enough about it. Gradually, people talk themselves out of every possibility.

In short, the weeks turn into years and they keep showing up at their day jobs. Making the break is a terrifying possibility. And, besides, I'm too old to start a business.

Your age has nothing to do with starting a business. I knew a 6-year-old girl who painted rocks and sold them to people at the bus stop. And then there was the 79-year-old who started a bagel shop.

Neither does money have much to do with starting a business. Of course, you'll need money if you plan to establish a new machine shop. But there are many businesses you can start in your home, with little money, in your spare time.

Starting a business has to do with you, your passions, your interests. If you are passionate about something, others are as well. They represent your market. Bring your passion face to face with the market, and presto! you're in business.

Easy examples: (1) Jason collected post cards--you know, those ancient color post cards that showed off a town's buildings and bridges. Every city and town once had post cards showing the sights. Jason's day job was in accounting, but his nights and weekends were spent chasing down

post cards. When his collection reached 10,000 cards, Jason quit his accounting job and went full time buying and selling post cards--at conventions, on eBay, and directly to other collectors. (2) Roberto had many LPs from the early days of rock, blues, pop and other music. He was passionate about the sound produced by LPs and had several stereo systems. His LP collection spanned the years between 1950 and the 1990s. When he discovered that there was wide spread interest in older LPs, he set up a website and put the word out on social media. Today, Roberto's interest has turned into a business that supports his family. (3) Amber turned her passion for making pottery into a business, took early retirement, and concentrates now on glazes and firings in her garage-based kiln. (4) Bill is into antique tools and architectural items. Designers and decorators search him out for unusual items. (5) Jennifer turned her interest in beer memorabilia into a thriving business offering cans, bottles, signs, and more. (6) Nick jumped into the market for comic books, cards, and posters.

These are simple businesses. But the market exists for all of them. Take your passion, get the marketplace firmly in your sights, and never look back.

Choosing a business to go into is not an easy task. Your business might never turn into a Microsoft or Apple, but the principles are the same. Start with what you're passionate about, target the marketplace and you're on the road. It's pretty much the way Microsoft and Apple began.