

Exercise 5a: Make sure you will have customers

This is a critical step and one that you should take very seriously. You may think you have a terrific idea, but if you don't have people to buy your product or service, then your business will not succeed.

There are many reasons a good business idea fails:

1. the message about the product or service is not clear enough to make people want to buy it
2. the business is in the wrong community for what it is selling
3. the people who would buy the product or service don't have money to pay for it

This exercise will help you start to see if any of these possible obstacles apply to you and your business so that you can find solutions!

1. What is special about your idea, making it different from similar products or services already out there?
 - Make a list of what makes your business special. Your list can even include that fact that you're the person running it! In which case, what makes *you* special and someone people will want to buy from?
2. Who will your customers or clients be?
 - Write down the names of at least 5 people who you think would be interested in hiring you and your new business.
 - Call or visit each of those people and tell them about your business idea.
 - Ask if they would be interested in hiring you once you get started.
 - Ask if they know anyone else who might be interested in your service or product.
 - Ask how much they would spend on your service or product.