
IGNITE



Set afire your passion



DEFINE YOUR NICHE

What is the industry that you will focus on? Where specifically in that industry?

E.g. What is the sector? Catering.

What exactly will you do? Baking.

What? Macarons.

What are your strengths? What passions do you have that can add value to your business?

E.g. Interests: French culture. Will you sell French macarons?

Passion: Teaching. Will you teach others how to do it instead of selling them?

Talents: Making people laugh. Will you craft your copy and sell macarons with feel-good & positive messages?

DEFINE YOUR NICHE

Think about the process of having a business focused on macarons. What has to be done? From admin, management until the actual making of the product. List them. Watch a YouTube video, research them. What areas do you see yourself in? This will help you understand what you can do and what you need help with.

Now think about the skills you have to perform them and the ones you need to learn. Think about the time it will take, where and how can you learn, how much it will cost. This will give you an initial idea of your resources and what you need to start.