




MODULE 0

ARE YOU
IDEA-LESS?



THIS MODULE IS FOR
YOU ONLY IF YOU
DON'T HAVE A
BUSINESS IDEA YET



**Your reason
for being**

What is

— your

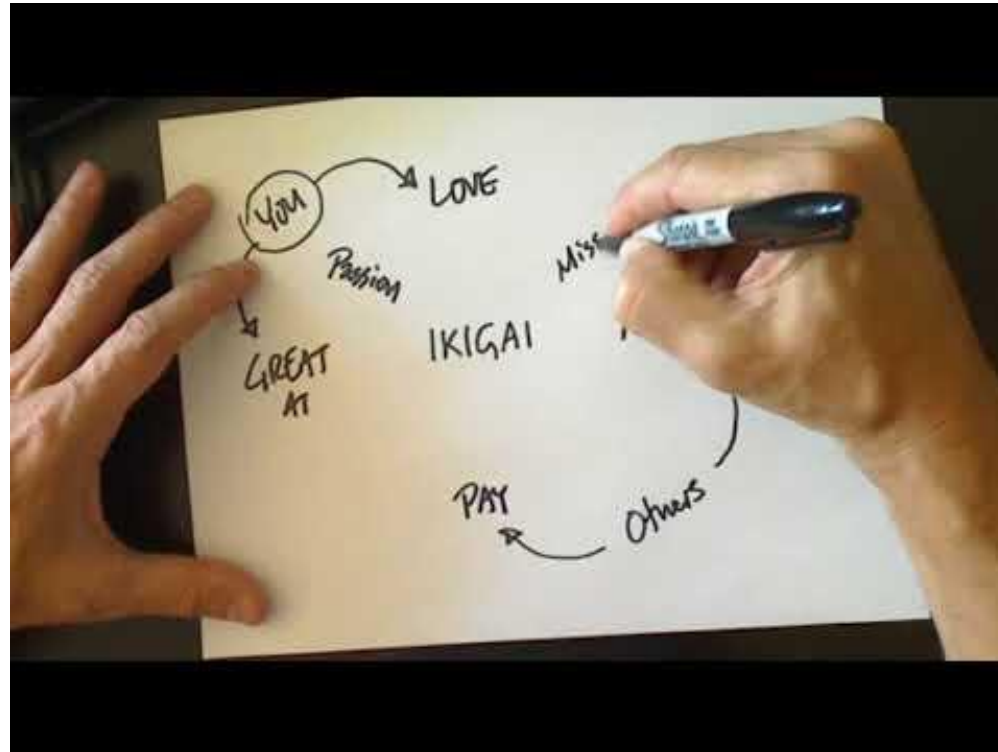
IKIGAI?

—

Ikigai (生き甲斐) is a Japanese concept that means "**a reason for being**."

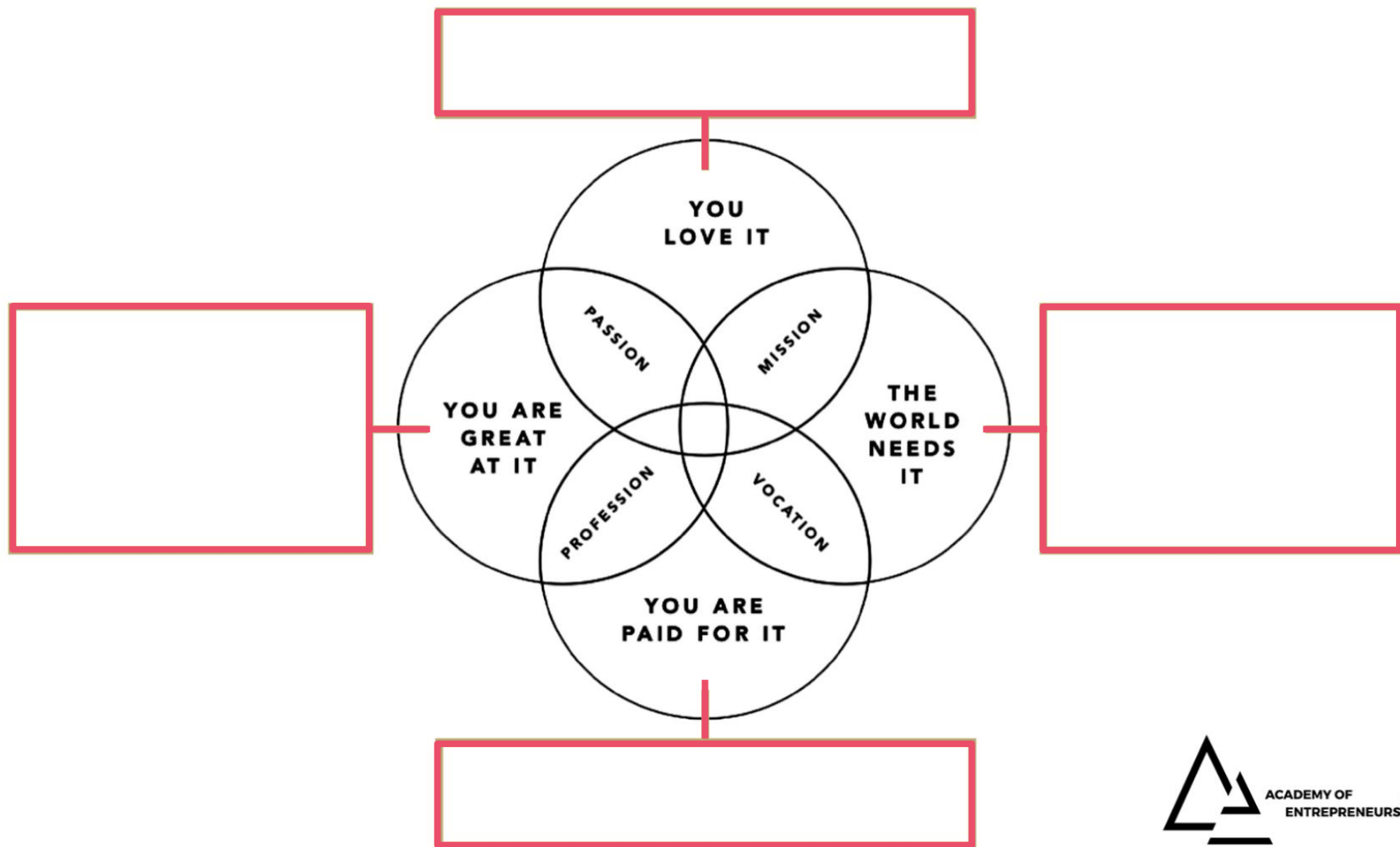
The word ikigai is usually used to indicate the **source of value** in one's life or the things that make one's life worthwhile.

VIDEO!





Activity



A FEW IDEAS TO SPARK YOUR ENTREPRENEURIAL YOU

Share your space

Have you heard of the sharing economy? This is a concept wherein consumers can rent or borrow space and goods from other consumers. Think: Uber and Airbnb, where you're actually in a car or house owned by a private (rather than a business).

So, what type of space might you be able to share? A spare room. A car. A storage cage. A parking space. An entire apartment or house. If you have any of these, and you're not using them 24/7, you might be able to rent them out to consumers in need using platforms such as Spacer, Uber, Airbnb and so on.

In some cases, you might be able to rent the space in a one-and-done deal and make passive income. For instance, if you rent out your storage cage, in most cases you'll just hand over the key and set up an ongoing payment system.

Write an e-book

There are some who believe that everyone has a story in them. And if not a personal story, perhaps you have an imaginative mind and some non-fiction knowledge you're willing to impart?

Either way, if you have a knack for the written word, you might want to consider putting pen to paper — or rather, fingers to keyboard — and writing an e-book. Thanks to Amazon and iTunes Books (among others), there are now more platforms on which you may be published.

While publishing an e-book has turned some people into success stories, you shouldn't count on making a killing as profit margins can be quite low. But even if it doesn't immediately generate profit, you are at least building a valuable skill. And who knows? If you can crack into a lucrative niche subject or you're a brilliant writer, the sky might be the limit.

Become a fitness or health coach

There are some people who are down at the beach at sunrise every day, getting in a 5k run before work. There are others who find time to do a half-hour of yoga or turn the local park into their own personal military-style assault course.

Sound familiar? If working out is your jam and you enjoy motivating others, maybe it's time to make it your bread-and-butter.

You could sync up your personal workouts with running local workout sessions. Not only will you be able to generate cash for your savings, but you'll also be held accountable by your participants and thus more likely to stick with your own fitness routine. That's a win-win.

Keep in mind that you might need to start by considering any professional requirements that could be necessary, such as training courses and basic training qualifications

Start freelancing

Imagine if you could utilise your current skills to generate cash and save more money. No, it's not too good to be true. If you work in certain fields — for instance, advertising, graphic design, web development or media — there's a good chance you can put your skills to use as a freelancer. Someone in advertising, for instance, could do freelance copywriting, while someone in web development could build websites or fine-tune user design and user experience on digital platforms.

While the upside is obvious — you'll get paid (usually by the hour) for work you're already proficient in and hopefully enjoy. However, before you get started you may need to check any contracts in place with your current employer and make sure you're allowed to take on extra work, especially if there's any chance it could create a conflict of interest.

Once you're good to go, check out sites such as Upwork and Fiverr to score a client or reach out to the current and former contacts within your network.

Start a blog

If you have an itch to go big, it might be time to start a blog. It's not for people who are easily intimidated. Starting a blog is hard work, you'll need to commit to a consistent writing schedule, and to make money for your savings you'll need to grow your audience. But if you can handle the pressure, it can be a really good way to nurture your creativity and add to your savings. How do blogs make money exactly?

One option is affiliate marketing. With affiliate marketing, you recommend a product or service to your blog's audience. When one of your readers clicks on that affiliate link and purchases a product (any product) from the site, usually within a certain timeframe, you'll earn a small percentage of the product price for yourself. Amazon Affiliates is a popular program.

If your blog attracts a significant readership, you may be able to sell advertising space on your blog and/or associated social media channels. This option is usually only available once you have a reasonable audience — let's say 10,000 visitors a month, minimum. But while you're still growing your audience, you could begin by experimenting with automatic ad services such as Google AdSense.

Start a Dropshipping business

One of the many things the web has given us is the ability to open our own stores on a digital platform which is accessible all over the world. In some cases, you don't even have to stock a product to get started with e-commerce. How is that possible? It's called drop shipping.

Essentially, you'll set up an ecommerce store that sells products and your store will look and feel the same as any other to your customers. But when a customer submits an order, they are technically purchase the item from a third party. The product will be shipped directly from that third party (the drop shipper) to your customer. So, you act as a middleman, in many ways, and your main responsibilities are marketing your store, building a brand and building a loyal customer base. We have a whole subject about it on the Advanced Diploma.

Operate on an e-commerce store

If you have an artistic side, there's another option you might want to explore. You can use sites such as Zazzle to apply your design to products such as t-shirts and mugs. You can then sell those products in your own e-commerce store, provided you choose e-commerce software, such as Shopify, that is compatible with Zazzle. So, you're completely in charge of the design and the artistic vibe of the products, but Zazzle will print and ship the final product for you.

Another option, if you're a maker or artist, is to sell your goods on Etsy. By the way, you don't need to sell or ship physical products to get into e-commerce. You can create digital products — think web templates, downloadable and printable posters, web themes, e-books, courses, and so on — on sites such as Envato, Etsy and more.

Become a teacher, coach or tutor

If you're someone who loves sharing your knowledge and skills, it's time to make some coin and bolster your savings with that extra cash — by utilising said know-how. There are many ways you can do this.

For example, you could create a digital course (or two) on a specialised subject and upload that course to an e-learning platform such as Udemy. Every time someone takes your course, you'll get paid. To make this project worth your while, you should try to think of niche subject matter — the more unique the better — and just make sure there is a market for it. After all, you want to be the go-to teacher on this subject.

Another possibility is coaching. Do you find that people often come to you for advice on their personal life or professional development? Perhaps people always ask you what you think about their relationships? If so, you could become a dating coach. If you're the go-to person on money matters, you could look into becoming a financial coach

Sell your photographs

If you have a good eye and an even-better camera, it might be time to get into the stock photography game. You can sell your snaps to websites such as Stocksy and Shutterstock, and make a quick buck any time someone licenses your photo.

If you want to venture down this path, check out your current catalogue of photos. If you've been travelling, you could already have some photos that are raring to be sold.