Brainstorming Ideas

1. Brainstorm Your Purpose

When brainstorming ideas for a business, a great starting point is to find the thing that will keep pushing you forward, otherwise known as your "why." Why are you doing this? Why is it important?

There are three pillars of a business's purpose:

- **What you enjoy doing**. You want your business to focus on something you enjoy—otherwise, you won't enjoy running it. This can go beyond business and encompass hobbies and types of activities, like "telling a story."
- **What you are good at in life and at work**. Ideally, your business should take advantage of the skills that you've already developed—whether that's something as job-specific as coding or as universal as listening to people. You may not have the most experience in an industry, but think about this: Are you a person who knows a niche intimately for another reason? Might the people making products in a specific industry not have your unique ideas and knowledge about those products? You may know more about what you want to make than all of the people who are already making products like it.
- **How you want to serve the world**. The best way to come up with this list is to ask yourself what pain points you're aware of—what is the unmet need that you can fill. If you're having a hard time answering this question, consider making a log of every product, design, or process you come across that bothers you, and then offer a few solutions. During this process, it's vital that you outline your potential customers, as well—who will you be serving, and how? Knowing your target audience and target market will help you further define your purpose.

While you're brainstorming your purpose, you should constantly ask yourself "why": Why doesn't a certain product exist? Why isn't a rudimentary task done in a more efficient way? Why hasn't any product or service within a specific space evolved in a while?