

Which Alternative Online Businesses Are Suitable for Me?

When starting a business without an existing audience, limited funds, limited time, and only everyday levels of business or technical experience, it's usually best to begin with strengths you already possess.

Rather than creating something completely new, focus on knowledge, skills, experiences, hobbies, interests, or problems you've already solved. This approach reduces risk, shortens the learning curve, and increases your chances of reaching your first paying customer sooner.

Recommended Starting Points

Many successful beginner-friendly businesses are built around:

- Freelancing
- Consulting
- Coaching
- Service-based businesses
- Teaching practical skills
- Solving a specific problem for a defined audience
- Leveraging knowledge from your current or previous employment
- Turning hobbies or interests into a service or offer

Why Start Here?

Starting with existing strengths can help you:

- Launch more quickly.
- Reduce startup costs.
- Avoid unnecessary complexity.
- Build confidence through early wins.
- Generate income sooner.
- Focus on delivering value rather than learning everything from scratch.

Which Alternative Online Businesses Are Suitable for Me? cont'd

If you don't already have an audience, attracting customers often requires marketing. Even modest advertising budgets can become challenging when funds are limited, which is why selecting a business that can be started with minimal investment is often the safest approach for beginners.

Is Your Business Idea Suitable?

A suitable beginner business should ideally:

- Be based on knowledge or skills you already possess.
- Require minimal upfront investment.
- Solve a genuine problem.
- Provide clear value to customers.
- Be realistic to start and manage alone.
- Have a clear path to earning revenue.



If you're unsure whether your idea is suitable—or you'd like a second opinion on a business concept—feel free to get in touch. I'm happy to discuss ideas, whether they're listed here or not.

Additional Resource

Explore Skillshare's free and premium courses to help develop the skills you need for your online business journey.

I'm currently compiling a list of my top recommended Skillshare courses. Once it's ready, I'll share it exclusively with my email subscribers.

Not on the mailing list yet? Sign up below to be the first to know when it's released.