



Finding Your Niche

DEE ADAMS

*Discover a Profitable Idea for
a Business at Home
— or Elsewhere*

finding

A GUIDE TO SELECTING A SMART START-UP

S for Success
Literacy Worksheets
for Budding Entrepreneurs
edited by Dee Adams

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Bibliography

Answer Key

Cohen's Maxims: William A. Cohen PhD.

Compensation, Duty

Individual Ability, Leadership

Planning, Responsibility, Risk Self-confidence

This new collection of literacy worksheets highlights some of the often overlooked or misunderstood topics of interest to aspiring entrepreneurs.

Short insightful and entertaining lessons and content for readers engaged in improving their entrepreneurial street smart skills...

Special Thanks

William A. Cohen PhD, California Institute of Advanced Management

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How Good Ideas Are Discovered



An idea for a business is often inspired by a problem.
And the service or product is the solution.

Instruction: Match the problems in column A:
Surplus Flour
Hungry Musicians late night early morning
Potato Scraps with the Ideas inspired in column B.



If Animals & Insects Were Entrepreneurs



Instruction:

Choose any animal or insect of interest & create a few sentences in words or pictures that describe a business you think would be a good fit for the animal chosen.

Use traits, behaviors, experiences, little known facts and natural habitat details for inspiration.

There is no right or wrong answer.

Use this activity as a creative and humorous business planning exercise

