

## Choosing your business - transposing the grid

Written by Michelle Walter  
29 June 2009

---

Continuing on from the previous article, we will transpose the grid we used as an example into business ideas.

Strengths	Weaknesses	
writing learn quickly problem solving patience accounting team work	public speaking procrastination limited financial resources computers too controlling (don't delegate) selling	
I love doing	Topics that make me feel excited	Topics I know about
writing working on the computer being with my family research teaching learning drawing making greeting cards	spirituality society injustice technology unsolicited sms'es and tele marketers psychology philisophy child abuse	spirituality coffee children financial planning computers cleaning cheese

Look at the two columns – “Strengths” and what “I love doing” first.

In our example we have writing as the common denominator, plus working on the computer. This opens many possibilities. If we continue looking at the grid – we will notice that there are topics which this person knows a lot about and topics that the person is passionate about. Look for a link between these two.

## Choosing your business - transposing the grid

Written by Michelle Walter  
29 June 2009

---

The links I notice are - technology and computers, psychology and children, society and cheese and coffee, injustice and financial planning, society and cleaning, philosophy and spirituality. There will be many variations of possible links between what you feel passionate about and what you know about. Some of them might be silly or not viable, but good ideas can come about from what may at first, seem to be a silly combination. Use the combinations creatively and get others to help you look for links as well.

What is also interesting is that although the person loves working on the computer, and knows about computers, "computers" is also listed as a weakness. It appears as though the person believes that there are aspects about computers that aren't understood, or for which more knowledge is required. This aspect would need to be explored further when it comes down to finalising the list of possible businesses.

### **What type of business ideas could these transpose to?**

The ability to write well, and enjoying it, can be linked to almost any topic and passion.

Business ideas could be writing content for websites, writing a book or an ebook, writing for magazines or local newspapers, the person could write about the love of writing and encourage others to write.

Let's look at other possibilities that can be found within the grid:

Under "Strengths" and "I love doing" the other links between the two which can be easily noticed are problem solving and research, accounting and teaching, problem solving and teaching, teamwork and teaching.

The love of teaching, like writing, can also be linked to almost any topic and passion.

This person, who also happens to love writing, can write tutorials on certain topics of interest, however, if the love of teaching is more than the love of writing, the person could provide accounting courses to small businesses within the area, or could offer extra accounting lessons to local students.

## Choosing your business - transposing the grid

Written by Michelle Walter  
29 June 2009

---

Another business possibility would be doing research and providing possible solutions for smaller companies, which need research on a specific topic, but don't have anyone in house, or don't have the time to do this.

Yet, another possibility is doing the accounting/ bookkeeping for local businesses. This involves working on the computer, which the person does love doing, but it doesn't really involve any of the the topics that might stir the passion to continue. This is something we can't pick up from the grid as an outsider, but definitely something that the person involved would need to consider.

Using this grid helps the thought process, it shows combinations that you might never have thought of before, and helps generate new ideas.

Take some time and write out as many possibilities based on your personal grid as possible. Get others involved too.

Once you have the list of possible businesses, the next step is to measure the viability and assess what would be required to start such a business. We'll cover these aspects in the next few articles.

We're offering the first five people the opportunity to submit their grid for additional input – at no cost. We'll go through the options and make a list of the possible business choices. If you so wish, we could possibly choose one of those possible choices as a working example - either in the community forum, or within the articles to follow.

Read our next article in the series: [Assess your business idea.](#)