

start your amazing business

a guide to getting going with your
amazing business idea



**SHINE
BUSINESS
ACADEMY**

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We'd love to help you start your amazing business

If you're reading this, there's a good chance you've been thinking about starting a business... or perhaps you've already taken those first few steps and you're wondering what comes next.

Firstly, welcome.

Starting a business can feel exciting, overwhelming and a little scary all at the same time. The good news? Every successful business owner started exactly where you are now—with an idea.

At Shine Business Academy, we believe amazing businesses aren't built by people who have all the answers. They're built by people who are willing to learn, take action and keep moving forward one step at a time.

That's exactly what this guide is here to help you do.



THAT'S WHY WE'VE CREATED THIS GUIDE
TO HELP SUPPORT YOU TO START YOUR
AMAZING BUSINESS

In this guide you will ...

1. Discover business ideas that fit your skills, interests and experience
2. Turn your idea into a business that solves a real problem for real people
3. Create a simple action plan so you know exactly what to do next

This isn't about having the perfect logo, website or social media account. It's about building a business that fits your life, uses your strengths and gives you the confidence to take that first step. Small steps, taken consistently, create amazing businesses.

Welcome to the beginning of your journey.

Shine Business Academy

STEP 1

Discover what you LOVE doing

Every amazing business starts with something you already enjoy, know or are naturally good at.

Think about the things that make you lose track of time. Maybe you love organising, baking, designing, coaching, writing, photography, social media, spreadsheets or helping people solve problems. The best business ideas often come from combining something you enjoy with something other people need.

When you're building a business around your strengths and interests, you'll be more motivated to keep going, even when things feel challenging. Business isn't always easy, but it becomes so much more enjoyable when you're doing work that you genuinely care about.

What do you love doing?

Think about your hobbies, skills, experience and the things people naturally come to you for help with.



A pink starburst graphic with the text "STEP 2" inside it. A horizontal dotted line passes through the starburst.

STEP 2

Turn your passion into a business idea

Now that you've identified the things you enjoy, it's time to explore how they could become a business.

The most successful businesses don't just sell products or services—they solve problems, save people time or help them achieve something they want.

Ask yourself:

- What could I help people with?
- What skills do I have that others might value?
- What problem could I solve?
- What would people happily pay someone else to do?

Don't worry about whether an idea is "good enough" yet.

This is your chance to think creatively and let the ideas flow. Sometimes the simplest ideas become the most successful businesses.

**Big businesses begin with one small idea
and the courage to take the first step.**

STEP 2



THEIR DREAMS

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STEP 3

Create your offer

You have an idea. Now let's make it clear.

Your offer is simply what you're selling, who it's for and why someone would choose it.

The clearer your offer is, the easier it will be for people to understand your business and decide if it's right for them. Think about these questions:

- What product or service am I offering?
- What problem does it solve?
- Why would someone choose me?
- What makes my business different?

Map out your offer





STEP 3

Now it's time to make sure your numbers work

Total cost to deliver my product or service: £_____

I plan to charge: £_____

Estimated profit per sale: £_____

Does this feel like a business that could work? Why?



Space for doing the maths



STEP 4

Test your business idea

One of the biggest mistakes new business owners make is spending weeks or even months creating something before finding out whether anyone actually wants it.

The good news is that there's a simple way to avoid this—ask your potential customers.

Share your idea with a few people who fit the description of your ideal customer and ask for their honest feedback. Listen to what excites them, what questions they ask and whether they can see themselves buying from you.

Don't worry if they suggest changes. Every conversation is an opportunity to learn, improve your idea and build a business that people genuinely want.

Remember, feedback isn't failure—it's one of the most valuable tools you have as a business owner

Questions to ask:

- Would this solve a problem for you?
- What do you like about the idea?
- Is there anything you would change?
- Would you buy it? Why or why not?
- How much would you expect to pay?

The best businesses don't guess what customers want—they ask, listen and improve.



STEP 5

Know your customer

One of the biggest mistakes new business owners make is trying to sell to everyone.

The truth is, the more clearly you understand your ideal customer, the easier it becomes to create products, write marketing messages and attract the right people to your business.

Think about the person who would benefit most from what you're offering. What are they struggling with? What are they hoping to achieve? How does your business make their life easier, happier or less stressful?

When you understand your customer, you'll stop trying to convince people to buy from you. Instead, you'll start having conversations that make people feel understood.

Think about your ideal customer:

- Who are they?
- What problem are they trying to solve?
- What are they hoping to achieve?
- How does your product or service help them?
- Where are they likely to spend their time online?

When you speak to everyone, you connect with no one. When you speak to one person, many people will recognise themselves in your message.

STEP 5



The better you understand your customer, the easier it becomes to grow your business



STEP 6

Tell people about your business

You've got a business idea, you've tested it and you know who your ideal customer is. Now it's time to let people know you exist!

Many new business owners worry about marketing, but it doesn't have to be complicated. Marketing is simply helping the right people discover your business and understand how you can help them.

Start by thinking about where your ideal customers already spend their time. They might be on social media, reading emails, attending networking events or asking for recommendations in local community groups. You don't need to be everywhere—choose one or two places to focus on and show up consistently.

Share your knowledge, tell your story and talk about the problem you solve. The more helpful and authentic you are, the more people will begin to know, like and trust your business.

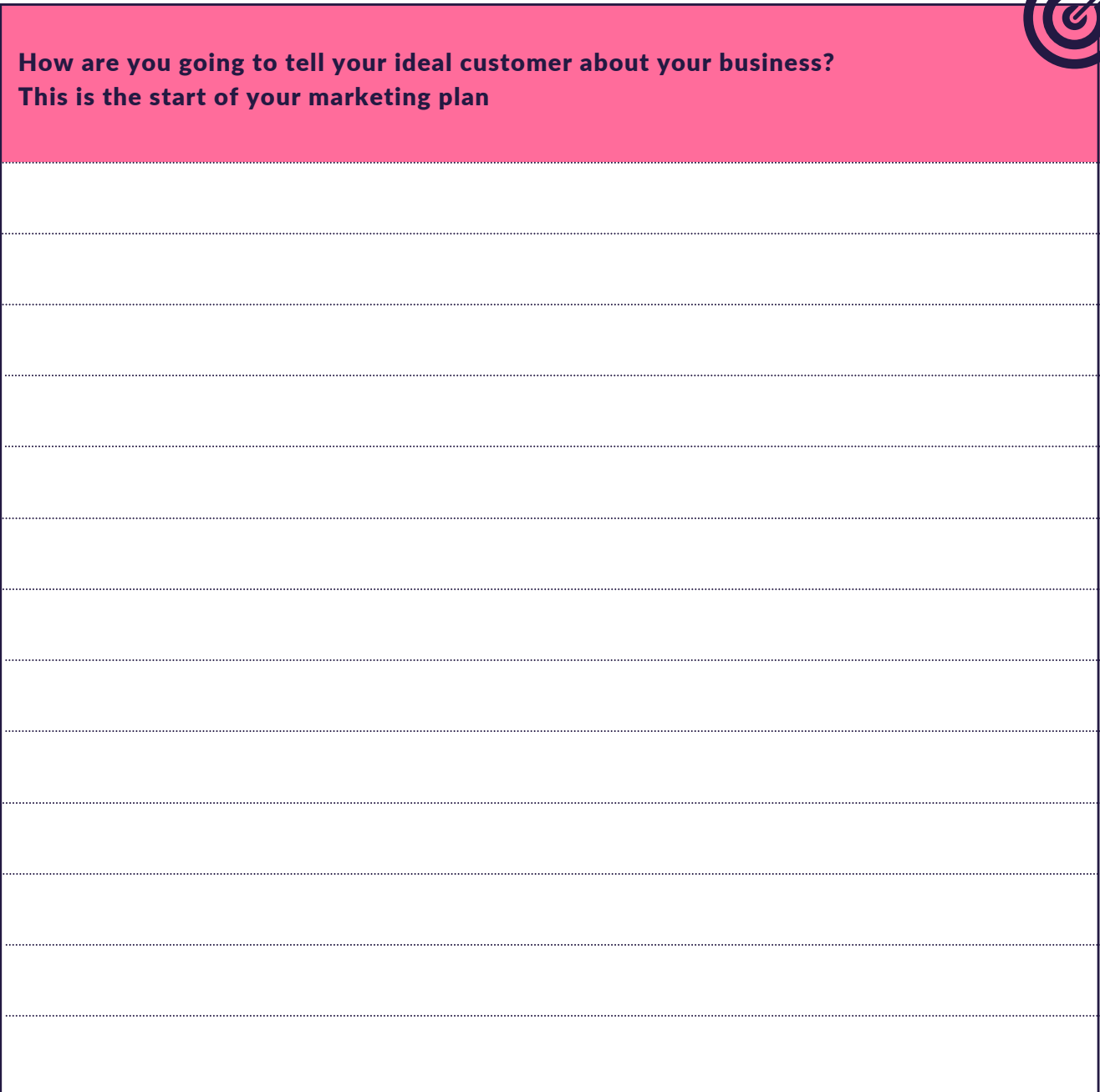
Remember, every customer starts as someone who has never heard of you. Remember, consistency beats intensity. It's better to market your business every week than to do everything in one day and disappear for a month.

Ask yourself:

- Where will my ideal customers discover my business?
- What could I share that would be helpful or interesting?
- How will people get in touch or buy from me?
- What is one marketing activity I can commit to each week?

Marketing isn't about convincing people to buy. It's about helping the right people discover the value of what you do.

STEP 6



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NEXT STEPS

Congratulations!

You've just taken the first steps towards building your amazing business.

Starting a business isn't about having all the answers from day one. It's about taking one small step after another, learning as you go and having the confidence to keep moving forward.

Remember:

- Every successful business started as an idea.
- Progress is better than perfection.
- Your business will grow as you learn, adapt and take action.
- The hardest part is often simply getting started.

The fact that you've completed this guide means you're already further ahead than most people who dream of starting a business.

Now it's time to take the next step.

If you'd like to learn more about starting, building and growing your amazing business we'd love you to connect with us!

Shine Business Academy

If you have any questions please email us at:
hello@shinebusinessacademy.com



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