

## Matching fit

### Covered in this section:

#### Figuring out if your idea is a good fit for you

- Take out your top 3 sheet for Hobbies, Passions, Skills, Experiences
- If you have a pretty good match between your ideas and your top items on the list, it's a good sign
- Ask yourself some questions:
  - Could I do this every single day without losing interest?
  - If this idea failed, will I still gain valuable lessons and learn valuable skills?
  - Do I have a step-by-step plan to tackle my idea?
- If you don't know how to approach it, you probably don't have enough experience
- Experience and skills matter more than being passionate about the project
- It's easier to stay motivated if you learn something from the venture, even if you fail
- Your ability to execute on this idea matters a lot: If you can't pursue an idea, that's not an opportunity for you
- Does your idea have a window or an expiration date? You need to know if you have the ability to do that on time
- Figure out whether you can do every single piece of your project, just some of them, or none
- If you don't have a lot of skills that relate to that, but you're passionate about it, pick just one of those pieces and build a business around that
- Example: Managing Airbnb properties includes a lot of smaller pieces:
  - cleaning for Airbnbs
  - helping people optimize their listings
  - becoming a host
- All businesses started by going after a small, niche market, and then moved into larger markets