

# EVALUATE AND RANK YOUR INTEREST AREAS

## From personal passion to business idea

If you're interested in cooking, anyone can tell you that you could become a chef. But that's just a starting point. You might become a caterer, cooking instructor, organic farmer, food safety consultant, gift basket maker or weight loss counselor.

This goal of this exercise is to examine your interests and abilities, and then prioritize those so you can generate business ideas of your own.



Excerpted from **What Business Should I Start?**

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## INTEREST AREAS BRAINSTORMING EXERCISE

*Let this worksheet serve as an on-paper brainstorming session about things that interest you, both now and in the past. Don't worry if you can't fill out all the sections— but do dig deep and try to think of as many interests as you can!*

When I think of what interests me, I first think of:

When I think of the areas that I've had experience in, I think of:

### **In addition to those...**

I like to read about:

I like to shop for:

I like to watch TV shows about:

I like to listen to:

I like to tinker with:

If I had an extra hour to spend, I'd:

If I had an extra day, I'd:

If I had an extra week, I'd:

If I had an extra month, I'd:

If I could do anything on vacation (money no object), I'd:

My favorite recreational activity is:

My favorite sport to play is:

My favorite sport to watch is:



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I've always wanted to learn more about:

I generally spend my free time doing:

I'd like to spend more of my free time doing:

When I was a kid, I used to like doing:

When I was a kid, I was good at:

A few years ago, I used to spend time doing:

I've been curious about what it would be like to be involved with:

If I could travel anywhere (money no object), I'd go to:

I sometimes daydream about:

I'm intrigued by:

Things I've done on past jobs that still interest me are:

I once wanted to be a:

Someone I know does this, and I'd like to find out more about it:

I'm really good at:

My idea of fun is:

My family members are involved with these interests:

If I could take a class on anything, it would be:

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## INTEREST AREAS INVENTORY

Use this worksheet to catalog your interests, past and present. Rate them on a scale of one to five.

| Interest Area                        | Your Interest Level (circle) | Details About Your Interest |
|--------------------------------------|------------------------------|-----------------------------|
| Accounting                           | 1 2 3 4 5                    |                             |
| Advertising, Marketing               | 1 2 3 4 5                    |                             |
| Agriculture                          | 1 2 3 4 5                    |                             |
| Air & Space, Aeronautics             | 1 2 3 4 5                    |                             |
| Alternative Health Care              | 1 2 3 4 5                    |                             |
| Animals/Pets                         | 1 2 3 4 5                    |                             |
| Antiques/Collectibles                | 1 2 3 4 5                    |                             |
| Architecture/Historic Preservation   | 1 2 3 4 5                    |                             |
| Art Collecting                       | 1 2 3 4 5                    |                             |
| Arts & Crafts                        | 1 2 3 4 5                    |                             |
| Automotive/Motorcycle/Transportation | 1 2 3 4 5                    |                             |
| Beauty/Hair/Cosmetics                | 1 2 3 4 5                    |                             |
| Boats, Sailing                       | 1 2 3 4 5                    |                             |
| Business Services                    | 1 2 3 4 5                    |                             |
| Buying & Selling                     | 1 2 3 4 5                    |                             |
| Children/Teenagers                   | 1 2 3 4 5                    |                             |
| Community Services                   | 1 2 3 4 5                    |                             |
| Construction                         | 1 2 3 4 5                    |                             |
| Counseling/Therapy                   | 1 2 3 4 5                    |                             |
| Design/Graphics                      | 1 2 3 4 5                    |                             |
| Education/Teaching                   | 1 2 3 4 5                    |                             |
| Electronics                          | 1 2 3 4 5                    |                             |
| Engineering/Science                  | 1 2 3 4 5                    |                             |
| Entertaining/Social Life/Dating      | 1 2 3 4 5                    |                             |
| Environment                          | 1 2 3 4 5                    |                             |
| Fashion, Design, Apparel             | 1 2 3 4 5                    |                             |
| Financial Management                 | 1 2 3 4 5                    |                             |

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| Interest Area                                  | Your Interest Level (circle) | Details About Your Interest |
|--|------------------------------|-----------------------------|
| Food   | 1 2 3 4 5                    |                             |
| Gardening/Horticulture                         | 1 2 3 4 5                    |                             |
| Genealogy                                      | 1 2 3 4 5                    |                             |
| Healthcare/Wellness                            | 1 2 3 4 5                    |                             |
| Home Decorating                                | 1 2 3 4 5                    |                             |
| Home Improvement                               | 1 2 3 4 5                    |                             |
| Inventing                                      | 1 2 3 4 5                    |                             |
| Investing                                      | 1 2 3 4 5                    |                             |
| Jewelry  | 1 2 3 4 5                    |                             |
| Languages                                      | 1 2 3 4 5                    |                             |
| Law Enforcement                                | 1 2 3 4 5                    |                             |
| Media & Publishing                             | 1 2 3 4 5                    |                             |
| Music  | 1 2 3 4 5                    |                             |
| New Age  | 1 2 3 4 5                    |                             |
| Outdoors                                       | 1 2 3 4 5                    |                             |
| Performing Arts                                | 1 2 3 4 5                    |                             |
| Personal Services                              | 1 2 3 4 5                    |                             |
| Politics, Legislation,<br>International Issues | 1 2 3 4 5                    |                             |
| Public Speaking                                | 1 2 3 4 5                    |                             |
| Ranching                                       | 1 2 3 4 5                    |                             |
| Real Estate                                    | 1 2 3 4 5                    |                             |
| Retail, shopping                               | 1 2 3 4 5                    |                             |
| Sales  | 1 2 3 4 5                    |                             |
| Science  | 1 2 3 4 5                    |                             |
| Religion                                       | 1 2 3 4 5                    |                             |
| Sports, Recreation                             | 1 2 3 4 5                    |                             |
| Technology                                     | 1 2 3 4 5                    |                             |
| Travel   | 1 2 3 4 5                    |                             |