

# JAMES SCHRAMKO

## How to Find A Business Model You Love

### **1. Have the right goals.**

Are you pursuing something (say, a monetary target or a position) because it's what you really want, or because it's something you think you need in order to be respected/accepted/looked up to?)

### **2. Think long term.**

If you were doing what you're doing (or thinking of doing) 10 years from now, how would you feel? If you rebel at the image, find something you can happily live with a decade from now.

### **3. Consider your past and present interests.**

Is there something you've always thought of doing? Does it still fascinate you, and is there an opportunity to explore it now?

### **4. Inventory your skills and your heart.**

Is there an overlap between the skills you currently have and those required to pursue your target business model? And would that business fulfill an ideal or a vision you hold dearly?

### **5. Research.**

Find out everything you can about your dream business. Seek out people who've done it. Interview them if possible.

### **6. Try it out for size.**

There's nothing like actually doing something to determine if it's for you. See if there's a course, a training or a workshop that can give you a taste of the business you have in mind.

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