

Should I Start an Online Business or Brick and Mortar Business?

The first step in figuring out what kind of business to start is whether you should focus your time on learning how to start an online business or brick-and mortar.

Answer these questions to consider what the right fit is for you.

	<i>If yes, circle:</i>	<i>If no, circle:</i>
1. Do you want to be a nomad who has the freedom to work from anywhere?	Online Business	Brick and Mortar
2. Do you love to talk and are a great communicator?	Brick and Mortar	Online
3. Are you naturally curious and like to figure something out on your own?	Online Business	Brick and Mortar
4. Do you want to start working on a side business while you are currently at your full-time corporate job?	Online Business	Brick and Mortar
5. Do you like to write?	Online Business	Brick and Mortar
6. Do you value your community and feel connected the people in your community?	Brick and Mortar	Online Business
7. Do you prefer live a balanced and more routine life-style business?	Brick and Mortar	Online Business
8. Do you get easily distracted sitting in one place for too long?	Brick and Mortar	Online Business
9. Do you usually get ideas on your own and execute them or do you need to bounce ideas off of others	Online	Brick and Mortar
10. Do you get more joy and excitement out of being busy/running around tackling daily operations and seeing things through?	Brick and Mortar	Online

What are you good at - both professionally and personally (even if it's not your passion)?

What businesses or entrepreneurs do you look up to and have sparked envy?

It takes more than one exercise to figure out what business you should start, but by answering these questions, you are one step closer. Keep these answers in mind as you read through business ideas on microcap.co about *how much they cost* and *how much you can make*. Profiling your interests in this exercise will make you more aware of the right business for you when you come across it.