

Business Model Suitability Quiz

Use this simple quiz to help identify which business model might best suit your skills, goals and lifestyle. Tick the options that most closely apply to you. At the end, use the score guide to see which models may be a good fit.

1. 1. How much money can you afford to invest upfront?

- Nothing or close to £0
- £100–£300
- £300–£1,000
- £1,000+

2. 2. How quickly do you need to earn income?

- Immediately (within a month)
- I can wait 2–3 months
- I'm happy to build slowly over a year

3. 3. Which describes your current work style best?

- I like flexible solo work
- I love being creative or making things
- I'm good at teaching or explaining things
- I prefer promoting or selling products

4. 4. What do you already have access to?

- A skill I could offer as a service
- An audience (social media, email list, etc.)
- Tools/materials to make products
- Lots of time to experiment and learn

Scoring and Suggestions

Use your ticks to see which answers you chose most often. Each type corresponds to business models as follows:

Answer Type	Suggested Business Model(s)
£0-£150 / Need income now / Solo worker	Freelancing, Affiliate Marketing
£100-£500 / Tech-savvy / Product focus	Dropshipping, Product E-commerce
Creative / Enjoy crafting or branding	Subscription Boxes, E-commerce
Teacher / Guide / Content lover	Content Creation, Coaching
Access to tools or audience	Affiliate Marketing, Product Sales