One of the most fun aspects of setting up your own business is deciding what you’ll do. Chapter twenty-one of *The Graduate Career Guidebook* outlines several strategies to help you come up with a wide range of options, whether completely new or creative adaptations to goods or services already on the market.

List three possible ideas in the exercise below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Self-assessment: Your business ideas**Use the approaches outlined on pages 267-269 of *The Graduate Career Guidebook* to come up with three exciting business ideas.

|  |
| --- |
|  |
|  |
|  |

. |