Scrappy Stacks

SCRAPPY'S E BOOKS — BOOK #2

Finding the Idea Worth Building

A short guide for people who know they want a business, but not yet which one.

Free · 5 short chapters

START HERE

Introduction

Most people don't get stuck because they lack ambition. They get stuck because they're choosing between ideas without a way to tell which one is actually theirs to build. They end up chasing whatever's trending, or whatever a friend did, or whatever looked easiest in a video — and six months later it feels like someone else's business wearing their name.

This guide walks through a simple way to find an idea that fits three things: what you're actually good at, how much time you really have, and what you can afford to risk. It's the same thinking behind our idea generator tool — this just slows it down and explains the reasoning.

CHAPTER 01

Skills You Already Have

Start with what you already do well, not what sounds impressive. The skill doesn't need to be rare or specialized — it needs to be something people already ask you for help with, or something you do faster and better than most people around you without much effort. Notary work, bookkeeping, event planning, being the person who always fixes the family computer — these count. Write down three to five things people already come to you for, before worrying about whether any of them sound like "real businesses."

CHAPTER 02

The Time You Actually Have

Be honest about hours, not intentions. A business built around fifteen real hours a week looks completely different from one that assumes thirty, and the ideas that fail fastest are usually the ones sized for a version of your schedule that doesn't exist. If you're working a full-time job and have two evenings and a Saturday morning, the idea needs to fit inside that — not inside the plan you'd make if you quit your job first.

CHAPTER 03

What You Can Afford to Risk

Every idea has a real starting cost, even the ones marketed as free. Figure out the number you could lose completely without it damaging your life, and treat that as the ceiling for your first three months. This isn't about thinking small forever — it's about picking a starting point you can survive being wrong about.

CHAPTER 04

Where the Idea Actually Comes From

The business worth building sits at the overlap of these three things, not at the extreme of any one of them. The most in-demand skill in the world is the wrong idea if it needs sixty hours a week you don't have. The cheapest idea to start is the wrong one if nobody's ever asked you to do it. Look for the one thing that shows up in your skills list, fits inside your real hours, and costs less than your risk ceiling — that's usually the idea that's actually yours.

CHAPTER 05

Testing It Before You Commit

Before registering anything or spending real money, find one real person willing to pay you for a small, unpolished version of the idea. Not a survey, not a "would you buy this" question — an actual small transaction. If that's hard to find within a couple of weeks, that's useful information, not failure. It usually means the idea needs adjusting, not abandoning.

WHERE TO GO FROM HERE

Rather skip the DIY? We'll build it for you.

Once you've got an idea that passes these checks, the next bottleneck is usually the paperwork and setup — registering the name, opening the right accounts, getting the basic marketing in place. That's exactly the gap Scrappy Stacks is built to close: every one of those steps has its own free guide on the site, and Build It For Me is there if you'd rather hand the setup off.

scrappystacks.com/build-it-for-me