

# COTTAGE BIZ IDEA GENERATOR

# WORKBOOK



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# WELCOME

Start Where You Are. Use What You  
Have. Share What You Love.

Welcome to your personal idea retreat. This isn't about going viral or building a brand overnight – it's about uncovering what's already inside you.

Use this guide to explore the gifts, rhythms, and stories that could become your next cottage business – with no pressure, just curiosity. Quick Note: You don't need a perfect plan – you just need a clear first

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step.

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# FOOD FOR THOUGHT

## WHAT DOES YOUR DAY ALREADY INCLUDE

What do I do naturally each day that others ask me about?

What rhythms make me feel the most peaceful or proud?

What could I teach or share from how I already live?

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4. ....  
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# WHAT CAN YOU SHARE, TEACH, OR SELL?

## MINDSET QUIZ

### KITCHEN & PRESERVING

- ☐ sourdough
- ☐ meal planning
- ☐ preserved food baskets
- ☐ canning

### HERBAL & HANDMADE

- ☐ Herbal salves
- ☐ Beeswax items
- ☐ Tea blends
- ☐ Flower pressing

### HOME & FAITH-BASED LIVING/ DIGITAL PRODUCTS

- ☐ Devotionals
- ☐ Affiliate links
- ☐ Morning routines
- ☐ Podcast or Substack
- ☐ Gentle parenting templates
- ☐
- ☐ Homemaking tips
- ☐
- ☐ Printables
- ☐
- ☐ Mini courses
- ☐

WHAT ELSE DO I KNOW HOW TO DO THAT  
BRINGS ME JOY?

This is your space to dream outside the box. Don't filter or overthink – just jot down the things that light you up, whether or not they feel “business-worthy” yet. Often, your most natural gifts are the ones others are waiting to learn from you.

[illegible]

# THE BRIDGE BETWEEN WHAT YOU LOVE + WHAT THEY NEED

## NICHE + NAMING

What kind of mama do I feel called to serve?

e.g. Homeschoolers, new moms, slow-living seekers

What's one phrase I want my business to be known for?

"Helping mamas create peace in the pantry"

BRAINSTORM HERE

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NICHE

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NAMES

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LET'S GENTLY BEGIN..."

# 3 STEPS TO GET STARTED...

You don't need to build a brand overnight. You don't need to launch a full product line. You just need to begin – in rhythm, with intention, and in your own voice.

Here's a soft, soul-led way to get your cottage biz started:

## **Pick One Simple Offer**

It could be a PDF guide, a recipe collection, a meal planner, a coaching call, or even a small digital workshop. Keep it light and doable.

## **Choose One Platform to Share It**

You don't need to be everywhere. Choose one place where you feel comfortable – Instagram, Substack, your email list, or your AttractWell site.

## **Start Sharing in Storyform**

Instead of "promoting," just share your rhythm. Post a picture of your sourdough, talk about your pantry, share what lights you up and why it matters. This is what builds trust and connection.

## **Gentle Reminder to Carry With You:**

I don't have to be loud to be powerful.

I don't have to be fast to be fruitful.

But I do need to take the first step to begin.

