

# The Convergence Framework

Find the sweet spot where your skills, passion, and the market overlap.

## Circle 1: Skills & Experience

- What do people already ask you for help with?
- What can you do better or faster than most people you know?
- What have you been paid to do (even informally)?
- What skills have you picked up from jobs, hobbies, or side projects?

## Circle 2: Passion & Interest

- What topics do you read about, watch, or discuss voluntarily?
- What work would you do even if nobody paid you?
- What problems in the world genuinely bother you?
- When do you lose track of time because you're so engaged?

## Circle 3: Market Demand

- Are people actively searching for solutions to this problem?
- Are competitors already making money here? (Good — it proves demand.)
- Can you find 10 real people who would pay for this today?
- Is the target customer able and willing to spend money on this?

## The Convergence Test

- Your business idea lives where all 3 circles overlap
- 2 out of 3 is not enough — passion without market = expensive hobby
- Skills without passion = burnout; market without skills = frustration
- Write one sentence: 'I help [who] do [what] by [how]'

You don't need to find the perfect idea — you need to find a good-enough idea and start testing it this week.