



Building a business in a rural area

*Building a business in a rural area can look different.
But that doesn't mean it's a disadvantage.*

*This is your space to explore what's unique about your situation, and
how it could work for you.*

Your location

Start with where you are.

- Where are you based?
- What is your local area like?

What makes it feel challenging?

Tick anything that feels familiar:

- Distance from towns or cities
- Fewer customers nearby
- Travel time
- Limited local opportunities
- Feeling isolated
- Access to support or networks
- Other: _____

What feels most challenging for you:

Now let's look at this differently

- Could any of these challenges also be opportunities?
- Is there something unique about your location?

What do you have around you?

Rural areas often have hidden strengths.

You might have more around you than you think.

Tick anything that applies:

- Strong community
- Word-of-mouth connections
- Local networks
- Unique local products/services
- Space or environment
- Slower pace of life
- Other: _____

How could this support my business:

Your Network

It doesn't need to be big or formal.

- Who do you already know that could support you?
 - Are there local groups, businesses, or communities that you could connect with?
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Thinking beyond your location

Your business doesn't have to be limited to where you live.

- Could your idea work online or reach beyond your local area?
 - Who else might benefit from what you offer?
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Making it work for you

- How can your business fit around your rural lifestyle?
 - What advantages do you have because of where you live?
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What might your business look like?

Let's bring it all together

- If you built a business around your location, what could it look like?
 - What would make it feel realistic and achievable?
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Small steps you can take

Keep this simple – small steps count

Tick what feels right:

- Speak to someone locally
- Research similar businesses
- Explore online options
- Test a small idea
- Join a group or network
- Other: _____

One small step I could take next:

Your Next Step

My next small step is:

When will I do it? _____

Why this works for me:

Final Reflection

Has your view of running a business in a rural area changed?

What feels more possible now?

What has changed in how you see your situation?
