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## Business ideas for introverts

What do Warren Buffet, Bill Gates, and Mark Zuckerberg all have in common? In addition to being some of the most successful entrepreneurs in the world, all three are introverts. This may come as a surprise. After all, aren't introverted people shy, quiet, and even anti-social? Most people wouldn't assume introverts are the type to thrive in the fast-paced, aggressive business world. This thinking, however, is changing. Understanding Introversion Introversion is not the same as shyness, which is about fear of social judgment. In fact, although they tend to find social interactions tiring and are energized by time alone, introverts aren't easily pigeonholed as having one personality type or another. Introversion is simply one end of a personality spectrum that has its opposite in extroversion. The terms introvert and extrovert were introduced by Swiss psychiatrist Carl Jung. In Jung's view, introversion and extroversion are ways of responding to the outside world. He described introverts as preferring small groups of people to large groups, and enjoying activities such as reading, writing, and thinking. So, while people tend to be more introverted or more extroverted, most fall somewhere in the middle. Though they may be harder to identify, introverts make up approximately one third to half of the population, or one out of every two or three people. Introverts as Entrepreneurs Understanding what introversion is and what introverts can achieve has changed substantially in recent years, thanks to pioneering works by Susan Cain, author of "Quiet: The Power of Introverts in a World That Can't Stop Talking," and research by Wharton professor Adam Grant, among others. An important takeaway of the new scholarship is that self-aware "innies," when they maximize their talents, can flourish in entrepreneurship and other fields once thought to be only the province of "outies." Cain, who worked as a Wall Street lawyer for many years, noticed that she struggled to adapt to the fast-paced lifestyle that seemed to come so easily to her peers, and had difficulty enjoying herself in crowded bars and large groups, feeling that she was more suited to a life of writing and quiet dinners with friends. The author-turned-public speaker admits that it took years to come to grips with her introverted nature in a culture that is strongly biased toward extroverts. Finally heeding her intuition, Cain gave up what she calls "self-negating choices" and wrote the book that began the so-called Quiet Revolution. Her message is apparently being heard; Adam Grant, whose research on leadership is helping to further erode the stigma of introversion, recalls how he instructed two groups of Wharton MBA students, first in 2011 and again in 2013: "Raise your hand if you're an introvert." In 2011, only a handful of students raised their hands. Two years later, more than a third of the students raised their hands. Grant attributes this uptick directly to Cain's work and how it has helped do away with the perception of "introversion as a liability." 5 Tips for the Introverted Entrepreneur As an entrepreneur, your introversion can be a powerful tool, if used correctly. Maybe you're an introvert just now coming to grips with your personality, after spending years trying to be extroverted. Perhaps you'd like to take the plans you have contemplated in private, and finally make them public. If so, you'd be wise to stop playing up to extroverted ideals, and instead maximize your potential as an introvert. By staying true to yourself, you can achieve far more than you could pretending to be someone you're not. The important thing for the introverted entrepreneur to remember is, as Cain advises, to put yourself in the zone of stimulation that is right for you. Discomfort in entrepreneurial endeavors such as networking, speaking engagements, and leadership may seem like personal weaknesses, but with minor adjustments, they can actually become strengths. 1. Maximize your leadership potential as an introvert Adam Grant's groundbreaking research on leadership reveals that extroverts don't necessarily make the best bosses, even though people strongly associate extroversion with leadership. In his experiment, Grant looked at the profits of pizza delivery franchises, and analyzed the different management styles. He found that proactive employees earned higher profits under an introverted manager, while non-proactive employees earned better under an extroverted manager. As Grant explains, "introverted leaders are more likely to listen carefully to suggestions and support employees' efforts to be proactive." Extroverted leaders, conversely, "like to be the center of attention" and "tend to be threatened by employee proactivity." As an introverted entrepreneur, you might apply Grant's findings to your own business by encouraging employees to speak up and make suggestions. More broadly, you may achieve better outcomes from workers simply by letting them run with their ideas. This was the philosophy of former 3M CEO William McKnight, who allowed employees to spend 15 percent of their time on pet projects. 3M still follows this philosophy, which led to the invention of the Post-it® note, as well as other innovations. 2. Consider an extroverted partner Just as you might bring a more charismatic "wingman" (or woman) along on Saturday night to help you in the world of dating, you might bring on board an extroverted partner to help you in the world of business. A famous example of this is Steve Wozniak (introvert) and Steve Jobs (extrovert), the pair that went on to start Apple Computers. In this instance, Jobs was in charge of marketing, while Wozniak focused primarily on product development. 3. Schedule More One-on-One Meetings Crowded rooms and small talk are never comfortable for the introvert, yet if you want to pitch yourself and your business, you're going to find yourself in the midst of both. Contrary to popular belief, introverts aren't bad with people—it's just that they prefer a small group of people they know well to a large group of strangers. To make this work to your advantage, use your preference for social quality over quantity by scheduling one-on-one meetings or small group meetings. Compared to a large room of strangers, these more intimate arrangements will help the introvert from becoming over stimulated. 4. Self-Promote Like an Introvert Photo: Kris Krug The ability to sell yourself is a critical one in business, but self-promotion can be particularly difficult for introverts. The trick is to self-promote in ways that accommodate your skill set. For example, introverts often excel at writing, so you can use a well-written piece in an industry publication to reach more people. Or, you might put together a thoughtful social media campaign or series of blogs from the privacy of your own office. You can't, however, shun face time altogether. What you can do is approach social events with greater purpose. Rather than attending a networking event and pacing aimlessly around the room trying to make small talk, try hosting an event. Hosting makes you a go-to person and forces others to come to you. The same goes for public speaking. Taking the podium lets you reach many people at once instead of being bogged down in many smaller conversations. Introverted New Yorker journalist Malcolm Gladwell observes that speaking on stage "has nothing to do with extroversion. It's a performance, and many performers are hugely introverted." 5. Recharge Through Alone Time In spite of your best efforts to collaborate in a manner befitting an introvert, you will reach a point where you simply must shun others in favor of alone time. Resist the temptation to see your urge for solitude as a "liability," and remember that alone time is the air introverts breathe. Time spent alone in a quiet environment will restore your energy and, more importantly, may give rise to a career-changing epiphany. Are you an introvert or extrovert? How have you adapted your entrepreneurial efforts to your personality's strengths? Share your thoughts in the comments below. If you think you're not outgoing enough to start your own business, think again. Here are three examples to prove you wrong—Warren Buffet, Bill Gates, and Marissa Mayer. All three consider themselves introverted and each has a successful track record in running a business. So what kinds of businesses tend to be suited to introverts? Consider these business ideas—each draws on your unique strengths as an introvert. Start by thinking how your business idea relates to your personality. Many introverts are drawn to individual tasks rather than team-oriented businesses. So businesses you can do alone might be more appealing. That doesn't mean you can't interact with people. But maybe you aim for one-on-one or online relationships with customers. Or you partner with someone who thrives on social interaction. It's important to note that few people are solely introverted or extroverted. Most fall somewhere in between. So be careful not to pigeonhole your choices. Focus on your strengths to find your comfort zone. Here are seven, low-cost business ideas that take advantage of the skills introverts bring to the market. College application advisor – Applying for college has become a complicated and time-consuming process. And the wrong decision could jeopardize a student's career goals and saddle them with school debt that can take years to repay. So there's a demand to help students and their parents sort out the details to find the right fit. The start-up costs are low and your social interactions are one-on-one rather than large groups. Pet sitting – Pet owners who work outside the home are looking for "daycare" for their pets. This idea draws on an introvert's strength in establishing individual relationships with clients and their pets. And you can operate it out of your house. Check with your insurance company to determine whether your current homeowner's plan would cover you in this instance. Freelancer writer – Writing tends to be a reflective activity that draws on keen observational skills—two talents where introverts excel. Your writing product could be used in blogs, marketing materials, travel sites, training materials, resumes and technical manuals. You may be required to conduct online research or interview subject-matter experts to gather content. Start-up requires little more than a computer and internet access. eCommerce reseller – If shopping is your game, you might be a player in this business. It involves sourcing goods either online or retail, then reselling them online for a profit. For example, you might locate a bargain collectable on eBay and repost it at a higher market price. This draws on the analytical and organizational skills of some introverts. And it's a business that you can start on a smaller scale and expand with time. Life counselor – If you're a good listener (and many introverts are), this business draws on your ability to successfully engage people one-on-one. That's also an important quality in getting referrals, which are key to developing a successful business. The interaction could happen online, in person, or a combination of both. Here's a free, online class to learn how to become a paid coach. SEO Marketer – Search-engine optimization (SEO) helps businesses get noticed on sites like Google. It takes advantage of an introvert's analytical skills since they have to track data and observe trends over time. There's also an element of creativity as you work with clients on ways to improve their online results. Stock photographer – A picture can be worth a thousand words to online marketers. That's why there's a demand for great photos they can use in marketing materials. Start-up costs for this business are low, especially if you already own a digital camera and photo-editing software. There are also a number of websites where you can sell your photos without having to market them on your own. You don't need to be outgoing to start a successful business. The key is to match your strengths with the type of business. Start with these ideas to help you zero-in on what's right for you. DRIVE YOUR BUSINESS WITH OUR FIBER SOLUTIONS LEARN MORE If you are searching for some low cost cool small business ideas for introverts or quite people or for that matter a business that a person who is reserved in nature can do comfortably then read on... While talking about business and business ideas, the first impression that comes to our mind is about an outgoing personality winning contracts by the power of speech. However valid this might seem; the truth lies somewhere else. Business is as much for the introverts as it is for the extroverts. Starting a business for homebodies might not be as difficult as it seems. You can conveniently work from home by avoiding the pain of unnecessary socializing. How? By starting with a home-based business! Read: Top 11 Best Self Employment Ideas in India with Low Investment Being an introvert myself, I am well aware of the heavenly feeling of working from the comfort of home. However, for every quiet person, the world is brimming with unique business ideas for introverts. All you need to do is browse the internet, choose the idea that suits your choice and interest and get going! It is okay to be shy and quiet, only if you can make your business strategies speak for you! Here are Some of the Best Business Ideas for Introverts/Quite People Blogging is undoubtedly one of the top 20 most successful businesses to start for introverts. From traveling to fashion, and cooking to sharing poetry and prose, you can blog about anything and still have the minimum human contact. To begin with, you need to have a website of your own and have a regular outreach to the followers, that is, bless their feeds regularly! Hence, calm your anxiety levels down as there is no need of any real human interaction! Besides, a little bit of marketing strategy can take you places in no time! Owing to the enormous demand for graphic designing, it is one of the best small business ideas for introvert people. After beginning as a solo designer and working alone, you can gradually grow into a team. This means you will be fetching more and more clients and handling multiple projects at the same time. Read: How to Start a Lawn Care Business with Minimum Investment Writing is one of the best creative small business ideas for quite people. Introverts often have so much going inside their head, that it is hard to calm them down. As a writer, you can spend most of your time penning down what goes through your mind and turn it into a living. Hence, it is a relaxing business that makes money the right way. Website designing is one of the best business ideas for introverts. For this, you take up a project with proper guidelines and spend time alone developing it, without any human interaction. You just have to interact with clients for cracking deals and submitting projects via emails or working websites. There is a huge demand for website developers and once you begin, there is no looking back! You can either work alone or as a team eventually making huge profits annually. Owing to the soaring demand of online contents, there has been a need for editors and proofreading. If you can make articles flawless, editing can turn out to be the best home-based business ideas for introverts. Related: 75 Superb Ways to Make Money Without a Job If you love to create magic with spices or baking cookies for the festive seasons cooking or baking is just the call for you. It is one of the best businesses to start with little money, as you can start from your own kitchen. Hence, contact local bakeries or suppliers and wait no more to put your cooking skills into use right from your own comfortable space. Among the many freelancing ideas, photography is hugely taken up by passionate photographers. If you own a camera and want to do something big, then photography is one of such businesses that make money right away. Be a freelance photographer or join a company to earn fame, and step out in the world that is full of colorful memories. Owing to the considerable craze for advanced technologies, app development has been earning significant attention. It brings the comfort of working online for international clients and is a perfect business idea for introverts. You can either start alone or create your team to increase profit and turnover. Check Out: 15 Lucrative Businesses You Can Start With Your Smartphone No matter what you do, do not forget to preach about it. Indulge into marketing and spread the word. This will not only bring additional clients but also fetch customers and followers, which are primarily necessary for consistent growth in business. The craze of social media is not hidden from anyone. It is also the best way of marketing for business, brands, and companies. The need for a social media manager is rising as a part of a competition against the rivals in the market. Today, social media management also determines the exponential growth of the business to a great extent and is also one of the best online business ideas for introverts. Genealogy is one of the less popular business ideas which have a high demand in the global market. It is the study of family history and ancestral lineage. Though this requires little communication with the clients, it leaves the dice in your court. If you can work and research about the sociocultural evolution, this can turn out to be a low cost business idea with high profit. Read: 12 Top Part Time Jobs for Retirees: Cool Retirement Jobs That Pay Well If you have a creative outlook on the latest fashion and trends, then clothing designing is worth a shot. Get your sketch pencils ready and register on a freelance website and have a kick start to your career. The utmost interaction will be for taking up projects and submitting them on a regular basis, and clothing designing can be one of the best business ideas for introverts. If you love to be around pets, then it is time to make it a money making business. Pet Care is one of the best small business ideas for loners as taking care and spending time with the fur babies is the best way to make money with zero investment. Pet care services are quite a need in the metropolitan cities where both the homemakers are working and have little time to spend with the babies. Read: How to Start a Profitable Pearl Farming Business? Particularly a noble service, errand service is one of the prime necessities for people in need. Aged citizens who stay alone or differently abled people who need the help of people to do the daily chores like going to the market, fetching medicines, taking care, etc. need errands to do the work for them. Starting an errand service center is undoubtedly one of the best small business ideas for small towns as well as big cities. Hence, hire as many people as you can but make sure to check their background before hiring. Transcriptionists are people who transcribe the audio or video files into written or printed content. There are several online websites where you can register and work from home. Owing to the increasing demands of a transcriptionist, it has turned up as one of the most flourishing online business ideas for introverts. An IT consultant advises a brand or company on how the information technology can be beneficial for their company. Owing to the birth of new startup companies, several companies tend to take the help of IT consultants before taking any step. Hence, this is one of the best businesses that make money right away. Also See: How to Start a Candle Making Business at Home: Startup Guide You cannot scale great heights without marketing the right way. Marketing whether online or offline should be done the best way to spread the word about what you are selling. Thus, with appropriate business contacts, acting as a marketing consultant is also one of the perfect businesses for introverts. Starting as an online educator is a flattering business idea for introverts. All you need to do is teach via online websites and videos. The list of course choices are high, and the idea of teaching online is quite profitable. Related: 7 Steps to Starting a Home-Based Coaching Business The demand for content is unbelievably increasing every day. The field is so vast that the business keeps on growing every day. Start alone as a content developer and keep fetching clients by your potential writing skills and make sure you create a team. If done wisely, creating content is the perfect business idea for introverts. Bookkeepers assist companies or businesses to keep their financial records for them. Bookkeepers are trusted with the financial arithmetic of the companies. Hence, for someone who has a strong hold in mathematics and wants to work in solace, bookkeeping is the business to make money the right way. Must See: Cashews Cultivation: How to Start Cashew Farming Search Engine Optimization is the need of the hour and is a necessity for every company. There is a high demand for SEO consultants whose job is to guide them through better ranking and performance by providing right tools and strategies that is perfect and unique for their companies. Therefore, for the introvert computer and internet junkie, this is undoubtedly one of the perfect business ideas for making money. Though it is good to be comfortable in your own sweet space, too much of isolation often leads to depression! Make sure you do not forget to breathe in the fresh air and keep your close ones closer! Wrapping It Up No need to look at the extroverts and feel inferior just because you love your lone time. With these kickass business ideas for introverts, turn the fortune wheel towards yourself and show the world what you can do!

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