

STARTING YOUR OWN BUSINESS

14 Questions to ask yourself before going into your own business

- Can I differentiate my product/service from the others in my market area? What is my **Unique Selling Proposition**?
- Do I have the right kind of business experience?
- Can I learn or hire the business skills I may be lacking?
- Will I prepare a detailed, credible, executable business plan?
- Am I ready and able to take personal responsibility?
- Do I like to make my own decisions – sometimes with limited information?
- Am I a good organizer?
- Am I ready to put in the long hours necessary?
- Am I ready to stick it out even during the rough times? (Persistence)
- Can I handle rejection and not take it personally?
- Do I have the support of my immediate family?
- Do I have support systems in place for children, parents, etc.?
- Do I have adequate financial resources and good credit?
- Is my physical health up to the task?