



Questions For Biz Starters Printable PDF

Xerces Simpson, Personal Empowerment Coach

This questionnaire is here to help you to gain clarity on if running a business successfully is the direction you're wanting to take! Answer carefully and truthfully!

Being a business owner is not for the faint of heart. You've got to be sure you're up to the challenge because it will challenge you.

Whether you like to call yourself an entrepreneur or a business woman, soulpreneur or lady-boss, what matters is that you understand what you are committing yourself to.

Answer the following questions truthfully... no one is going to see your answers.

I realize you may not have some of the answers, that's okay. I just want to give you a clear picture of the road that lies ahead, and the topics we will cover.

1. Why do you want to have your own business as opposed to working for someone else?

2. What is it about your character that lends itself to being an entrepreneur as easy?



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3. How much time (daily, weekly, monthly) are you able and willing to spend on your business?

4. How much can you afford to invest in start-up costs?

5. Have you identified a target market you'd like to serve?

6. What sorts of products and services will you offer?



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7. How long will it take you to create these products and services?

8. Who is your competition? Whose work do you admire, whose work has influenced you, and how can you put a new spin on your work to create a brand?

9. How will you cover your “assets” online? Are you aware of what it will take to protect your personal and family assets?

10. What legal structure will you choose for your business?



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11. Do you have a strategy for how to get your business up and running?

12. Are you excited to do this?

I had no idea what launching an online business would entail and I might've passed over questions like the ones I posed to you above, thinking, "It'll be fine. I'll figure it out."

But I have to admit, there were many times when it wasn't fine, where I felt like throwing in the towel, and I realize it's because I didn't spend some time up front to really understand the nature of the undertaking and appreciate how much resolve and resilience starting your own business requires. So, never again can you simply say, "I had no idea." Because, yes, I guess I did tell you so.