

Key questions to ask yourself about starting your own business:

- Do you have the skills/experience needed to run a business?
- Do you have sufficient motivations to stick with it got as long as it takes?
- Do you have the support of your family?
- Is your business idea based in reality?
- Do you need further training?
- Are you ready to write your business plan?

Key questions to ask yourself about your business:

- Why is it a good idea?
- On what assumptions is your opinion based?
- How can you prove that those assumptions are correct?
- What types of customer will be interested in your product/service and why?
- List reasons why your idea will work?
- List reasons why the idea may not work?
- What is different about this idea from others already in the market-place?
- Why are those differences important?
- Is your idea a single product opportunity or a realistic business proposition?