



Your Entrepreneurial Sweet Spot

Do you have an intriguing business idea? Before you plunge in, answer the following questions to ensure you enjoy the journey.

- What things energize me? What makes me lose track of time when I do them?
- What topic (product, service, industry)? Are you interested in?
- If money were no object, what would you pursue ?
- What part of running a business do you *not* like?

- What are you especially skilled or gifted at?
- Do you have special training?
- What do others seek you out for?
- What are you *not* good at?



- What problems are you encountering?
- What solutions currently exist?
- Who else experiences this problem?
- Where do they hang out?

- What will people be willing to pay for?
- Should you make a one-time sale (i.e. dress) or recurring sales (i.e. bread)
- How much do you need to sell each month in order to meet your financial goals?
- How long will it realistically take to meet your financial goals?