BUSINESS STARTUP BLUEPRINT

ARE YOU READY TO START A BUSINESS?

STEP 1 PLANNING

WORKSHEET

upflip

Are you ready to start a business?

Before you invest your time and money into starting your own business, it's important to first make sure that you're mentally and financially ready to become an entrepreneur. This worksheet will help you decide if you're ready for business ownership.

As a bonus, thinking about the questions in this worksheet can also help you hone in on your goals for the business and what kind of business is best for you.

Step 1: Identify your why.

Knowing why you want to start a business gives you a tether to hang on to when things get tough. There's not one right answer for everyone, but you should know your own personal "why" before you get started, because that will guide every decision you make as you're starting and growing your business.

Some of the most common reasons people start a business include:

- Freedom to pursue your passion
- Flexibility to work on your own schedule
- Better work versus life balance or more time to spend with friends and family
- Make more money or build generational wealth
- Provide a needed service for your community
- Create a new, better solution for a common problem
- Gain the authority and respect of being your own boss

That's certainly not a comprehensive list, but it should be enough to get your brain working. Now, it's time for you to decide: Why do you want to start your own business? It might be one or more of the reasons above, or something completely different.

Figure out your driving "why" and write as succinctly and clearly as you can below.

Step 2: Set your expectations

Now that you know your main driving "why," think a bit more about your expectations for what business ownership will look like. Knowing your "why" can help you identify what type of business will be the best for you to start.

It can also help you clarify whether your expectations for your business are realistic and if you're ready to start one.

What income do I ideally want to make per month from this business? Note that this is what you'll take home, not the revenue the business will make.

How much do I plan to invest as I start this business?

What does your ideal work schedule look like? Think about how many hours you feel comfortable devoting to a business, along with what times of day or days of the week you would work in your dream world.

Now, take a moment to research the type of business you're thinking about starting. Find out what the average take-home pay for a business owner in that niche is, the average cost to start a business, and the typical schedule and hours of those owners.

The interviews on UpFlip's YouTube channel and podcast, or similar business content, can be helpful for getting a real-world perspective.

Compare what you learn with your expectations above. Do they seem realistic? Why or why not?

Step 3: Evaluate your readiness

It's okay if you don't feel 100% ready to start a business. Most people don't. I never have, with the businesses I've started.

Even so, it's smart to get a baseline reading on your mindset before you start. Score how prepared you feel to start a business from 1 to 10 in each of the areas below.

Mindset: How confident are you in your ability to succeed? Rate from 1 (no confidence at all) to 10 (it's impossible for me to fail).

○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10

Finances: How much cashflow do you have available without seeking other funding sources? Rate from 1 (paycheck-to-paycheck with no savings) to 10 (could live on savings alone for several years).

○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10

Timing: How much time will you have in the coming year to devote to a new business? Are there any major life changes or milestones in your near future that will distract you from the business? Rate from 1 (I have no time or several approaching life changes) to 10 (I have ample free time and no known approaching life changes).

○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10

Support network: Are your family and friends on-board with your plan to start a business? Do you have people around you who can help you on this journey? Rate from 1 (most friends and family are actively against the business) to 10 (robust support network including potential business partners or mentors).

○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10

Health: Are you in relatively good shape both physically and mentally? Rate from 1 (seriously ill or unhealthy) to 10 (in perfect health both mentally and physically).

○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10

Like I said in the lesson, you don't need to be at a 10 in all (or even in any) of these areas to start a business. That said, if you're at a 1 across the board, now might not be the best time to become a first-time entrepreneur.

Knowing where you're ready and where you're not can also help you decide where to direct your energy, and what potential challenges you should be prepared to face, as you're preparing to start your own business.