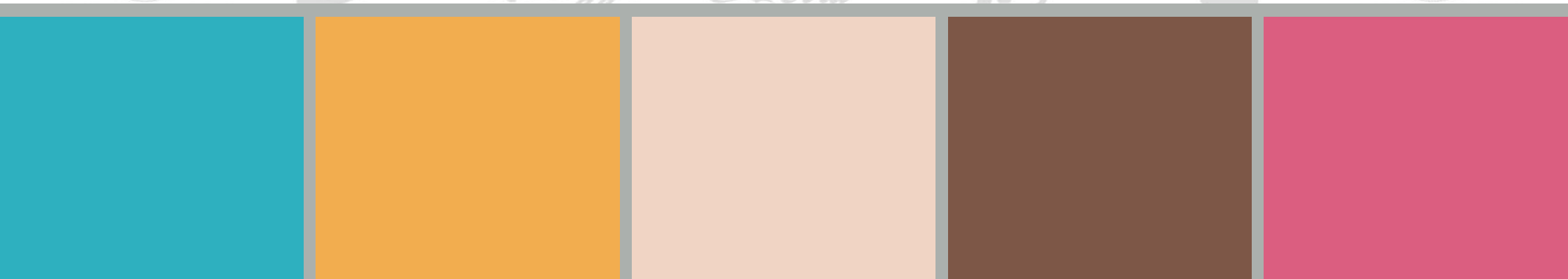


The 16 Most Important Questions That All Start-Up Entrepreneurs Should Know The Answer To...



Get yourself a coffee!
Answering these questions could change your professional life forever...

**If you're starting out as an entrepreneur
or a freelancer or a project manager,
the most important choice you'll make
is: what to do?**

**As in the answer to the question,
"What do YOU do?"**

#1/16

Who are you trying to please?



The 16 Most Important Business Questions for Start-Up's

#2/16

Are you trying to make a living, make a difference, or leave a legacy?



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#3/16

**How will the world
be different when
you've succeeded?**



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#4/16

**Is it more important
to add new customers
or to increase your
interactions with
existing ones?**



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#5/16

Do you want a team?
How big?
(I know, that's two questions).



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#6/16

**Would you rather have an
open-ended project that's
never done, or one where
you hit natural end points?
(How high is high enough?)**

#7/16

**Are you prepared to
actively sell your stuff,
or are you expecting
that buyers will walk in
the door and ask for it?**

#8/16

Which?
To invent a category
or to be just like
Bob/Sue, but better?



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#9/16

**If you take someone
else's investment, are
you prepared to sell
out to pay it back?**



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#10/16

Are you done personally growing, or is this project going to force you to change and develop yourself?



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#11/16

**Choose:
Teach and lead and
challenge your customers,
or do what they ask...**



The 16 Most Important Business Questions for Start-Up's

#12/16

**How long can you wait
before it feels as though
you're succeeding?**

#13/16

**Is perfect important?
(Do you feel the need to fail
privately, not in public?)**

#14/16

Do you want your customers to know each other (a tribe) or is it better they be anonymous and separate?

#15/16

How close to failure, wipe out and humiliation are you willing to fly?

(And while we're on the topic, how open to criticism are you willing to be?)



The 16 Most Important Business Questions for Start-Up's

#16/16

What does busy look like?



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