

Planning Out Your Business

1. Why do you want to start?
2. What effort do you want to put into your business? Are you all in? Are you part-time?
3. What is your ideal target? What is current target market? If you don't know, we will cover this in the next section.
4. Where is your target market? Where physically and virtually? If you don't know, we will cover this in the next section.
5. What tools will you need to start up your business?

Planning Out Your Business

6. Do you have an idea on colors that you would like? Logo design? Name?

6a. In regards to your name: Will you be using your own name?

7. The biggest part is to make sure you register your business with your government. As different governments handle this differently, we do not cover the steps for this. The best, is to look at your government's self-employed website for more information.



Target Market

1. What is your product or service?
2. Who does it help?
3. Where are those people?
4. If you could work with anyone, who would it be?