***WSJ Article Questions***

1. How does this end? What is a win for me?
2. What do I want my life to look like in 10 years?
3. Do I have five to 10 years of stamina for the idea?
4. Do my strengths and weaknesses make me a good fit for this work?
5. Can I be profitable?
6. What are the core values I want for the business—and how do they conflict with profitability?
7. Is anyone else doing this? If it has been tried and flopped, would my experience be different?
8. How much am I prepared to put in—and lose entirely?
9. Why will someone part with their discretionary income and buy this?
10. What kind of peer mentorship or industry experience do I need?
11. Do I want to spend that much time by myself?
12. If the business does not go as planned, are there other benefits to make it worthwhile?
13. If there is a major crisis, shutdowns, and stay-at-home orders, how will I respond?