

Ready to Become a Business Owner

Questions to Ask Yourself:

I want to start a business because... (circle all that apply)

- a. I want financial freedom.
- b. I want to set my own schedule.
- c. I need to see this product/service in the market.
- d. I want the accolades and attention of being a successful entrepreneur.
- e. I don't want to listen to a boss or work in corporate.

Review what you circled above. What if I told you that half of what you circled wouldn't apply? For example, if you started the business because you wanted financial freedom turned out to be you were beholden to a bank with a line of credit or investors who dictated your salary and spending. Would you still want to proceed? While it's easy to identify reasons for starting a business, you want to dig deeper and see if you are still interested even if your initial wants don't come to fruition.

As you begin to build the foundational blocks of your business, and flexing your entrepreneurial muscles, make sure you are studying those who have come before.

Books to read (or listen to on audiobook):

- *Start with Why* by Simon Sinek
- *Hearts, Smarts, Guts, and Luck* by [Anthony K. Tjan](#), [Richard J. Harrington](#), [Tsun-Yan Hsieh](#)
- *Good to Great* by James C. Collins
- *The Lean Startup* by Eric Ries

Podcasts to subscribe to:

- *How I Built This* with Guy Raz
- *The Tim Ferris Show*
- *Problem Solvers*