

PLANNING: Ask yourself these questions

* [credit SBA.gov](http://credit.SBA.gov)

Are you ready to start a business? This assessment tool is designed to help you better understand your readiness for starting a small business. It will prompt you with questions and assist you in evaluating skills, characteristics and experience as they relate to your preparedness for starting a business.

General	YES	NO
Do you think you are ready to start a business?	<input type="checkbox"/>	<input type="checkbox"/>
Have you ever worked in a business similar to what you are planning to start?	<input type="checkbox"/>	<input type="checkbox"/>
Would people that know you say you are well suited to be self-employed?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have support for your business from family and friends?	<input type="checkbox"/>	<input type="checkbox"/>
Have you ever taken a course or seminar designed to teach you how to start and manage a small business?	<input type="checkbox"/>	<input type="checkbox"/>
Have you discussed your business idea, business plan or proposed business with a business coach or counselor, such as a faculty advisor, SCORE counselor, Small Business Development Center counselor or other economic development advisor?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a family member or relative who owns a business?	<input type="checkbox"/>	<input type="checkbox"/>
Personal Characteristics	YES	NO
Do you consider yourself a leader and self-starter?	<input type="checkbox"/>	<input type="checkbox"/>
Would other people consider you a leader?	<input type="checkbox"/>	<input type="checkbox"/>
Are you willing to invest a significant portion of your savings or net worth to get your business started?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have enough confidence in yourself and your abilities to sustain yourself in business, if or when things get tough?	<input type="checkbox"/>	<input type="checkbox"/>
Do you like to make your own decisions?	<input type="checkbox"/>	<input type="checkbox"/>

Are you prepared, if needed, to temporarily lower your standard of living until your business is firmly established?		
Do others turn to you for help in making decisions?		
Are you willing to commit long hours to make your business work?		
Would others consider you a team-player?		
Skills, Experience & Training	YES	NO
Do you have a business plan for the business you are planning to start?		
Do you know and understand the components of a business plan?		
Do you know what form of legal ownership (sole proprietor, partnership or corporation) is best for your business?		
Do you know why some consider business planning to be the most important factor determining business success?		
Do you know if your business will require a special license or permit and how to obtain it?		
Do you know where to find demographic data and information about your customers?		
Do you know how to compute the financial 'break-even point' for your business?		
Do you know how to compute the start-up costs for your business?		
Do you know about the various loan programs that are available from banks in your area and the SBA?		
Do you understand how a business loan can impact your credit?		
Do you know how to prepare and/or interpret a balance sheet, income statement and cash flow statement?		
Do you know why small business loans are considered more risky than loans made to large businesses?		
Are you sure your planned business fills a specific market need?		

Do you know your target market?		
Do you understand the tax requirements associated with your business?		
Do you know how to prepare a marketing strategy for your business?		
Do you know how to learn about your business competitors?		
Do you understand marketing trends in your business industry?		
Do you feel comfortable using a computer or other technology to improve business operations?		
Do you have a payroll process planned for your business?		
Do you have a customer service strategy in mind or in place?		
Do you know how to obtain an EIN (Employer Identification Number) for your business?		
Do you know if your business should have some form of intellectual property protection?		
Do you know where to obtain information about regulations and compliance requirements that impact your business?		