

THE SOLOPRENEUR'S GUIDE

INTROSPECTION SURVEY

Fill out this survey to help create a business built on you and for you. Creating a business that is an extension of these key questions increases your business longevity, your commitment and motivation to its success, and your personal happiness. Be accurate, honest and realistic about your answers.

If you feel lost about some of these questions, speak with mentors, business associates, friends and family members. Get their insight. It is helpful to get outside opinion. Sometimes others can see things about you that you may not realize about yourself.

1. If money wasn't an issue, what would I love doing? Why?

2. Whom would I like to help with my business? Why?

3. What do I have experience doing?

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4. What am I good at?

5. What are my weaknesses?

6. If I could emulate another entrepreneur (or executive level manager), who would it be?
Why?

7. What do I like about my current job?

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8. What don't I like about my current job?

9. Where would I like to work? At home? In an office? How much face-to-face interaction would I like with the people I plan to service?

10. How much money do I need to make to be financial secure?

11. How much money do I want to realistically make?

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12. How much time do I have and / or am I willing to dedicate? Part-time? Full-time?

13. What other responsibilities do I have that I need to make sure are covered (i.e. family, financial)?

14. What do I want my life to be 1 year from now? 5 years from now?

15. If I could put together a wish list of criteria for a new business, what qualities do I want?

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16. Based upon my answers to the previous questions, here are my top 5 business ideas:

1. _____

2. _____

3. _____

4. _____

5. _____