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Starting a Business: 5 questions to ask yourself

by Sue Newell

Is starting a business right for you? Ask yourself these five questions before you invest your time and money.

1. Are you passionate about your idea?

Running a business takes a lot of time and energy and it is hard. You need to generate enough pleasure and energy from the core aspects of your business to carry you through the tasks you don't enjoy as much. If you are not passionate about what you are doing, you will get discouraged and give up and your time and your money will be wasted.

2. Are you disciplined about doing things?

When you run your own business you need to be someone who sees what needs to be done and does it. There is no boss around to tell you what needs to be done, or to check up on you to make sure everything is complete. You need self discipline to do the things you don't like to do and to meet your deadlines, even if you don't feel like working.

3. Are you persistent?

Sometimes it takes a long time for doors to open for a new business. Customers and potential partners need to be convinced that you can deliver what you say you can deliver. Overnight success is very rare. If you get discouraged at every refusal, you may never reach success.

4. Do you have time or money?

Ultimately it takes both time and money to build a business, but you can start slowly if you have time but not much money. If you have money to support yourself, you may be able to jump right in and spend most of your time building your business.

5. Are you willing to ask for help?

It takes a lot of skills to build a successful business, and very few people have all those skills. You may need help setting up your accounts, devising a marketing strategy, developing a web site, or creating products. Many people starting a business use a coach or a mentor to keep them on track through startup process. There are specialists available to help you with all of those tasks – you need to be willing to ask for help or direction when you are stuck.

For a free article on discovering your passion and how you can generate income from that passion, visit <http://www.LifeFirstWork.com>. Sue Newell is a coach and consultant for people thinking about starting a business.