

## Self employment checklist...getting ready to grow

Whatever kind of business you have, there are some fundamentals that should be dealt with before you even consider opening the doors. By setting some perimeters for yourself at the start, you are in a much better position to RUN a BUSINESS rather than having a business RUN YOU! Over time, your boundaries might change, but it is always helpful to have a starting point. This checklist should help set the scene for your new business venture.

*If you don't know what you want to do for your business (ie industry/business type) start here:*

1. What am I good at?
2. What do I enjoy doing? (Might not be the same as what you are good at!)?
3. What do other people say I am best at?
4. What environment do I work best in? Eg on my own, in an office, outdoors. Is this a practical/realistic possibility for my own business?

*If you already have a business in mind, or are considering growing your existing business, start here:*

5. When would you like to begin trading (ie have your first client)
6. What are you prepared to commit to the business in Time?
7. What are you prepared to commit to the business in Money?
8. What are you prepared to GIVE UP to make this business happen?
9. What are you NOT prepared to GIVE UP to make this business happen? (eg amount of time with family)
10. What skills do you need to learn to make this business work?
11. Where do you see yourself in 5 years? How does this impact on your business?
12. Where do you want the business to be in 5 years (eg how big/location)
13. What do you think is the most important aspect of running your own business?
14. On a scale of 1 – 10, rate yourself on the following:
  - a. time management
  - b. money management
  - c. people management
  - d. confidence with marketing
  - e. professional skill/competence
  - f. work/life balance

WHAT AM I  
PREPARED TO GIVE

WHAT AM I  
PREPARED TO GIVE  
UP

WHAT AM I NOT  
PREPARED TO GIVE

WHAT AM I NOT  
PREPARED TO GIVE  
UP

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## ACTION PLAN

I need to START (or do more of)

I need to STOP (or do less off)

I need to CONTINUE (and/or do differently)

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