

## DO YOU HAVE WHAT IT TAKES?

Below: Ten essential questions for the new business owner.

Every “**Yes**” answer you can give improves your chances of success. But even one “**No**” suggests more thinking or planning is in order.

Life-long entrepreneurs breeze through this list. If you’re not a life-long entrepreneur, take the time to consider each of these questions. They truly are the measure of what it takes for success.

1. Does the idea of owning this business really excite me?
2. Can I excite others about this business?
3. Am I ready to put all my energy into getting the business going?
4. Do I have the money to get it started and carry me for the weeks or months it will take until the business turns profitable?
5. Can I handle setbacks without taking it personally?
6. Will my family support me in this endeavor?
7. Will this business take advantage of my strengths and talents?
8. Do I have plans for shoring up my business weaknesses?
9. Am I confident from researching the industry and marketplace that this is a viable opportunity?
10. Do I have a strong background in marketing and sales?

Answers to the first nine questions come directly from you . . . how do you rate yourself right now? How many “yesses” to how many “nos?” Stick with The Marketing Machine<sup>®</sup> for help with question number 10.

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The Marketing Machine<sup>®</sup>