

# The Best Small Business to Start - Questions to Ask Yourself

## Part Two of Three

Presented by [Eagle Wood Gourmet Food](#), Barkhamsted, Connecticut, USA

### **The Best Small Business To Start - Does It Make Sense?**

1. What is the need?
2. Is the need temporary, sporadic, or cyclical?
3. Is the need really worth solving, monetarily, or time spent away from your family?
4. When did you first notice this need?
5. Did it occur suddenly, or had it been developing for some time?
6. What attempts, successful or not, have been tried to solve this problem, by you, by others?
7. Are there reasonable people who say the need is not a problem, is a problem?
8. Are there reasonable people who say the need is important?
9. What do you gain in profit and personal standing?
10. Does this business provide a true, win-win for all involved?
11. What is your criteria for success, \$10,000/month, 10 hours free time with family weekly?
12. What are your personal and professional reasons for developing the best small business to start?
13. How strong is your commitment, 10 hours per week, 50 hours per week?
14. Will your family support your effort?
15. Ask why, five times, to get to the crux of the problem?
16. What benefits result from solving this problem, what pleasure is gained, what pain is relieved?
17. Does the solution reduce fear, add pleasure?
18. What would be the repercussions of partial failure, of a total failure?
19. How can these risks be reduced?
20. Unintended Consequences - Could your solution cause an undesirable side effect for you, or for your customer?
21. Who can give you a different perspective?
22. What other needs or problems precede or follow this specific problem?
23. What are the absolutes, the givens, the generally accepted issues or conventional wisdoms?
24. What if they are not really absolutes?
25. If givens are not absolutes, does this bring to light a new problem?
26. What is the cost of trying the impossible?
27. Who else is trying to solve this problem, a competitor or an ally?
28. Could a competitor become an ally?
29. What other people, groups, agencies, share your interest?
30. Should you ask for their help?
31. What skills need to be added to your project?

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### **The Best Small Business To Start - Does It Make Sense? (continued)**

32. What resources of time, people, skills, information, money, equipment, and supplies are necessary?
33. Have you prioritized the problems and solutions?
34. What is the cost/benefit equation, in terms of money, time and social benefit?
35. Are you doing the right things and are you doing those things right? Translation - have you identified the correct problem and have you identified the correct solutions?
36. KISS - Keep Its Solution Simple. Is the solution both simple and elegant? Is this the best small business to start for you?
37. Is the timing right, should it be sporadic or cyclical?
38. Is the solution what is needed or what you think is needed?
39. Can you make money offering this solution, is the market too small?
40. Murphy's Law - If it can, it will go wrong.
41. Have you oversimplified the solution?
42. If a customer asks, "Why should I buy from you?", can you describe your uniqueness, simply and with conviction?

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