

## Is self-employment a good option for me, and if so, how will I know it is?

A worksheet for getting started.

Startup business and marketing guru John Jantsch suggests you begin by asking yourself these ten questions. This will give you a framework for exploring the potential, obstacles and suggesting the next steps you'll need to take.

Questions	Yes / No / Maybe	Notes
<ul style="list-style-type: none"><li>• Can you <i>create a product or service</i> that fills a need you have?</li></ul>		
<ul style="list-style-type: none"><li>• Is there already a <i>proven market</i> for what you want to do, or will you have to <i>create the market</i>?</li></ul>		
<ul style="list-style-type: none"><li>• Are there <i>healthy competitors</i> doing what you want to do?</li></ul>		
<ul style="list-style-type: none"><li>• Can you find a <i>way to stand out from others</i> doing what you want to do?</li></ul>		
<ul style="list-style-type: none"><li>• Can you <i>leverage the Internet</i> to generate low cost leads?</li></ul>		
<ul style="list-style-type: none"><li>• Can you <i>make 200-300% profit</i> on what you want to do?</li></ul>		
<ul style="list-style-type: none"><li>• Can you sell a <i>package</i> rather than your <i>time</i> (because packages are more profitable)?</li></ul>		
<ul style="list-style-type: none"><li>• Is there a <i>similar business</i> already operating you can go to work for to learn the business?</li></ul>		
<ul style="list-style-type: none"><li>• Can you <i>start small and grow</i>, keeping your other job or source of income until the new venture blossoms?</li></ul>		
<ul style="list-style-type: none"><li>• Can you see what <i>your picture perfect day</i> in your business would look like <i>in 3-5 years</i>?</li></ul>		

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