



YOUR 9-STEP GUIDE TO STARTING OUT

THINK YOU'RE READY TO EMBARK ON YOUR SOLOPRENEUR JOURNEY? CHECK OFF THESE 9 STEPS TO HELP YOU FOCUS ON YOUR BRILLIANT IDEA AND BRING IT TO LIFE.

1 I'm starting a business because... [Select 2 max]:

- I want to be my own boss
- I have a passion for my idea
- I want to fill a gap in the market
- I want to make more money
- I'm turning my hobby into a side hustle

2 My business idea in 25 words or less is:



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3 I've got an instantly marketable business name that clearly says what I do or captures my brand's vibe. My business name is:

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4 My product or service's unique selling point is...[Select 2 max]:

- Convenience
- Quality
- Value
- Technology
- Cool branding or design
- Expert knowledge
- Innovation
- Me!
- Other:

5 I would describe my ideal customer as...



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6 I've tested my idea with friends, family or industry contacts who have given me honest and helpful feedback



7 The money to start my business will come from:

- Savings
- Credit card or bank loan
- A government grant
- Investors
- Other

8 My intended business structure is:

- Sole trader
- Partnership
- Company
- Trust

9 I'm ready to write my business plan.

