

Worksheet #2

Why do you want to start a business?

Circle the answers that apply to you.

I want to start a business because:

1. I just want to make money.
2. I just want more time off.
3. I need more personal achievement.
4. I hate my boss.
5. I just think it would be fun.
6. I just got fired.
7. I need a more fulfilling lifestyle.
8. I need a challenge.
9. I believe I can make a better widget.
10. I just want to work alone.
11. I need to control as much of my life as possible.
12. I believe I can better use my skills on my own.

There's no score this time, but if you picked the reasons that started with "I just," you need a new compass; your sense of direction is all wrong. On the other hand, if you were attracted to the reasons that started with "I need" and "I believe," you are on the right track. Starting your home business should be built on the strong motivation that the words *need* and *belief* imply.

Start a business to make a better widget, to challenge yourself, to enhance your lifestyle, or to control your working life. If your starting point is negative, don't. You must be motivated by strong desire, and that desire should be positive and realistic. Misguided dreams will not sustain you.