Please consider, thoughtfully, and in some detail, your answers to these questions. If you are married, please discuss and answer them with your spouse. Please forward your answers to me before we meet.

1. What is going on in my life right now that makes me want to be a business owner? Why don’t I just keep on doing what I have been doing?

2. In fifteen words or less, what is my “compelling reason” for owning a business now?

3. On a 1 to 10 scale (10=highest), how serious am I about owning my own business now?

4. On the same scale, how serious is my spouse about our being business owners? If your spouse is not supportive, maybe you should reconsider.

5. Why now and not later?

6. What are my business goals? That is, what do I want ownership of a business to do for me?

7. What characteristics of a business (such as venue, or the number and type of employees, or the industry, or business hours, etc.) are important to me? Make a list!

8. How much liquid capital am I willing to invest in a business, and how much reserve will I have to support my household during the growth phase of the business?

9. How do I plan to finance a business?

10. How serious am I about business ownership, as measured by how many hours a week I will commit to due diligence?

11. Am I willing to spend at least 30 minutes in discussion with a franchisor, and interview five or six franchisees if FranNet suggests that franchise seems to fit my business model?

12. Am I open-minded about business possibilities, or am I going to allow biases or prejudices to eliminate, without evidence, businesses that might well be an excellent “fit” for giving me what I want?