Reality Check: A Pre-Business Physical for Business Planners

Here is how it works. Rate yourself from 1 to 5 for each of the following statements. Give yourself a rating of 5 if the statement is all or mostly true and 1 if it's all or mostly false. The lower your number for any of the points, the more work you might need to do to prepare yourself for business.

A Pre-Business Physical For Business Planners					
	1 False	2 Mostly False	3 Unsure	4 Mostly True	5 True
I have enough money of my own to invest in my business					
I have access to money from others (family, friends, banks)					
My credit rating is excellent					
I have assets or equipment to invest in the business (car, computer, tools)					
I have enough time to work on my business					
I have enough energy to work on my business					
I know how to run a business					
I know my business					
I have experience at running a business					
I know and understand the industry that my business is part of					
I have the necessary certification, accreditation or credentials for my business					
I have strong trade skills (ability to make					

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commerce happen, negotiate, etc.)					
I have a strong network of contacts in my industry					
I am persistent					
I use technology (computer, internet, email)					
I have an adequate tolerance for risk					
I feel I can control the risk for my business					
I am confident about starting my business					

Now, this list of items can be daunting. I urge you to use it in a positive way and to view each "deficiency" as an opportunity to improve. Invariably, when I use this activity in a business planning session, there are one or two people who get stumped on something in this list. I mean "stumped"; stopped cold. That is not the outcome I hope to achieve.

The reality check is designed to focus you on a number of points that stop too many aspiring business owners from getting their business of the ground. Ultimately, you are the best judge of how ready you are to start your business.

Here is one way to get the most mileage out of this activity. Pick the five areas you consider to be your weakest and set goals to improve each area. In medicine, we hear it said that “identifying the problem is 50% of the cure". In business, being clear about areas of difficulty is critical to survival. If you choose to embrace each insight as an opportunity to improve, you're well on your way to starting that dream business and making it successful. The really great thing is - the choices are yours to make!

Read the full article at http://www.riskbuster.com/articles/reality-check-a-pre-business-physical-for-business-planners/ For more business planning hints, tips and advice visit the RiskBuster Business Plan Oasis article archive at http://www.riskbuster.com/articles/

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