



**9 QUESTIONS TO ASK  
BEFORE YOU  
QUIT YOUR JOB  
TO  
START A BUSINESS**

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*by Amy Anderson*

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## Introduction

I worked 28 jobs before I became the owner of a successful business. So believe me when I tell you: *I get it.*

I understand the frustration of working yet another year, for another boss, at another job that turns out like all the rest: frustrating and disappointing.

**It's not the job's fault.** Yes, people can be difficult and some jobs are harder than others.

*But if your dream is to become an entrepreneur, no job—regardless of how exciting or well-paying it is—will ever be enough.*

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For years, my dream was to pursue my passions, own a business, and make a full-time living at it. I learned a lot while working for others and then had the privilege of interviewing the world's most successful people as a magazine editor. Since then, I've been privileged to do all that I dreamed—and more—and I want to help you do the same.

**My wish is that you grab the courage and the resources to build the entrepreneurial success of your dreams. Let's get started!**

*Amy Anderson*

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## 1. Who Will You Be?

Think about the kind of person you want to be. Now think about the kind of person you're becoming doing what you're doing for a living, working where you're working, and spending time with the people you're with daily.

Evaluate your circumstances and the potential you have right now if nothing else changed. I'm not just talking about your job title, level of responsibility, or pay grade. I'm talking about who you are as an individual. Take a look at how you've changed since you started this job or this line of work. Examine whether or not you're more or less likeable, kind, honest, generous, peaceful, healthy, confident, and wise.

*Ask yourself if it's possible for you to become the kind of person you want to be if you stay where you are.*

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## 2. What Are You Made Of?

The dream of owning your own business probably includes some or all of the following:

- ✓ More time for yourself and your loved ones
- ✓ Financial freedom and prosperity
- ✓ Personal fulfillment
- ✓ Passion for your work
- ✓ Respect in your industry
- ✓ Making a difference for others
- ✓ Leaving your mark

Yes, owning your own business can lead to all of these benefits. But probably not in the first couple of years.

*I've found that most people enjoy harboring a fantasy of entrepreneurial success, but they don't want to make the sacrifices necessary to build a business that will make that dream a reality.*

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Ask yourself if you are willing to work odd hours, save and budget rather than spend, sacrifice time with friends and family, feel frustrated and defeated, work in a vacuum, and sometimes wish you had kept your job. This is the reality of beginning entrepreneurship.

### 3. Who Will You Blame?

One of the biggest reasons that would-be entrepreneurs don't become successful entrepreneurs is they never put in the work to change their perspective from boat to captain.

*Personal development philosopher Jim Rohn had a saying: "It's not the direction of the wind that determines your course. It's the set of our sails."*

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This translates into personal responsibility for the direction of your life. Either you're the boat—floating wherever the wind takes you, accepting whatever job pays the most, resenting everyone else who's on another course—or you're the captain. The captain decides where to go, sets the sails to carry the boat in that direction, and does the work necessary to stay on course.

If you haven't started your own business yet, who's to blame? Yes, there are life circumstances like illness, financial ruin, and natural disaster that keep us from moving forward. However, all of these things are circumstances, and it's not the circumstances that define our course but how we respond to them.

## 4. Are You Qualified?

As an entrepreneurial type, you're intelligent, ambitious, creative, and strong-willed. But are you qualified to run your own business?

If you're hoping to start a business around one of your existing passions, then you likely have an aptitude for that industry. But do you have the

- Experience
- Skill level
- Support
- Financial know-how
- And time commitment?

If you're starting a business in an area that you're not passionate about but you feel could be a successful venture, it's imperative that you have all these qualifications on board before you set sail. Your journey will be harder than the passionate person's because your love for the industry won't sustain you during rough seas.

## 5. What Are You Selling?

Take time to think out your entire offering.

*You've got to be as close to your product and service as you are to your family and friends; trust me, for a while you'll be spending more time with your business.*

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For service providers—freelancers, consultants, and others—your offering may seem to simply be your time and expertise. But you may want to take this a step further and develop products or packages to offer clients. Often, a specific offering with detailed items helps clients to make a decision to buy.

If you are working with an existing model, such as a direct selling company, be sure you're using your own products and services and are well-versed in all the benefits. Also be sure you investigate the integrity of the company that will be backing up those products and services on your behalf.

You may choose to start part-time and sell only a portion of your offerings in the beginning. Or you may want to offer a discounted starter package to entice new clientele.

## 6. What's Your Plan?

You don't have to wait until you quit your job to craft a business plan. In fact, it's optimal to take this step well in advance of your full-time launch.

Business plan samples are readily available online. You'll need to compare templates to determine which type fits your needs. For example, if you're seeking early investment in your company, your business plan will need to be more complex to cover all the bases for potential investors.

I suggest you begin by creating a biography for yourself with your industry expertise in mind. This will help you clarify why you're doing what you're doing and set the tone for the rest of your plan. If you're starting a dog-walking business, your experience with animals is of course relevant. But so may be your work with children, your experience as a triathlete, or your military background. All of these speak to your abilities and character, so be sure to explain why each of these assets makes you the best person for this business.

You'll also want to develop values and a mission statement. For values, examine your current job. What values does this company promote that you agree with and what values do you wish they represented? For example, maybe they're a company of integrity and open communication, but they aren't focused on employee enjoyment or fun. Craft your values list according to the business you want to run.

*Create a mission statement that incorporates not only what you want to offer to clients on a daily basis, but also the impact you want to have long term.*

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## 7. Where Is Your Support?

As a business owner, you will need support of all kinds—emotional, mental, financial, and professional. Now is the time to gather that support and consider a board of advisors if you intend to use this structure. Look around at your existing relationships, including:

- Friends
- Family members
- Coworkers/Company leaders
- Previous employers
- Community members
- Entrepreneurs you admire

Keep in mind that not everyone will be receptive to your business plan. Let this negative feedback go only after you have carefully considered its validity.

*Sometimes, the objections or discouraging remarks from others can help you see holes in your business plan.*

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The people that are supportive and encouraging can become valuable allies as you move from planning to launch.

## 8. What's Stopping You?

If you have the basics of a business plan—even if it's written on one page—you have the start of your business. So why not make it official? Here are 7 ideas for early steps you can take to get your business going for real:

1. Ask for recommendations for an attorney and pay a retainer to start.
2. Register for a doing-business-as name or start the LLC process.
3. Ask for recommendations for an accountant and set up an advisory appointment.
4. Establish social media accounts for your business.
5. Purchase a domain name and put up a basic website.
6. Establish your business email and notify people on your contact list.
7. Print business cards.

Taking basic but real steps of starting your business will give you great momentum to keep going and overcome some of the common excuses that may have kept you stuck.

## 9. Why Start Now?

Let me clear up a few things before you decide whether now is the time to launch:

- The economy will never be perfect.
- You will never have enough time.
- You will never have the support of everyone you know.
- No amount of money will ever feel like enough.
- You will not know everything you think you need to know before you start.

What are you waiting for? How long are you going to work a job that makes you feel unhappy and even hopeless? You, my friend, are a business owner.

***Maybe you can't quit your job today. But you can start your business today. I believe in you!***

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