

100 MOST FREQUENTLY ASKED AND MOST IMPORTANT QUESTIONS....

1. Am I ready for this?

- 2. How do I know all my planning will pay off?
- 3. Will it be worth it in the end?

4. What are my expectations?

- 5. Are they realistic?
- 6. What is my plan 'B', do I have a plan 'C'?

7. Who should I be talking with about my ideas?

- 8. Do I need and NDA (Non-Disclosure Agreement) before I speak with anyone?
- 9. Do investors sign NDA's?
- 10. If an investor will not sign an NDA what do I do?
- 11. How do I know whomever I speak with is a reliable source?
- 12. When do I retain professional guidance/advice?
- 13. How do I know who I should retain?

14. What 3rd party resources are available to create a business plan?

- 15. How do I know which one to use/trust?
- 16. How extensive should my business plan be?
- 17. How much time should I spend on my business plan?

18. What 3rd party resources are available to create a marketing plan?

- 19. What's the difference between a business plan and a marketing plan?
- 20. Why do I need both?
- 21. Isn't a marketing plan just a part of a business plan?

22. What is the absolute best way to market my product/service?

23. What is branding?

- 24. Who needs branding?
- 25. Do I brand the company or myself?

26. What are reasonable startup costs?

- 27. How do I go about calculating them?
- 28. How will I know my calculations are spot on?
- 29. Where can I find reliable information to verify my calculations?

30. How to stay motivated after you've taken the plunge?

- 31. What brain games are most helpful?

32. How do you know where and when to focus your time?

- 33. Your energy?

34. How much time should I allocate to running my business?

- 35. When is enough enough?
- 36. How will I know?

37. What are some 'tricks of the trade' to stay organized and on track?

- 38. How important are checklists?
- 39. What's the simplest way to interact with your checklist?

40. When pricing or packaging just don't matter anymore?

41. What makes a great product or service?

- 42. How will I know it's great?

43. Do I just follow my passion?

- 44. Is my passion enough?

45. Do I research until I find the perfect product and then build my business around that?

- 46. How will know if it's really is the perfect offering?
- 47. Who is in your market?
- 48. How do you most efficiently reach your target market?
- 49. How big is your market?

50. When do I stop planning and just jump in?

51. How will I know with absolute certainty?

52. When creativity and innovation don't make a difference?**53. What is an advisory board?**

- 54. Why does a newly minted entrepreneur need one?
- 55. What will an advisory board do for a small business?

56. How do I finance my business?

- 57. What is bootstrapping?
- 58. What is crowdfunding?
- 59. Who are angel investors?
 - 60. What questions can I expect from angel investors?
- 61. Who are private investors?
 - 62. Where do I find investment clubs?
 - 63. What questions can I expect from private investors?
- 64. When do I look for institutional investment?
 - 65. What questions can I expect from institutional investors?
- 66. When do I go public?

67. When do I retain professional counsel for ongoing matters as opposed to startup issues?

- 68. How do I know who I should trust?
- 69. Should I use a bookkeeper, and accountant or a CPA?
 - 70. And why does it matter?

71. At what point do I give over the operational reins?

- 72. When will I know it's the right time?
- 73. How will know it's the right time?
- 74. How will I know who the right substitute is?
 - 75. How will I know they are ready?
 - 76. How will I know I am ready?

77. What is cash flow management?

- 78. Why is cash flow management the life blood of a new business?

79. What are some penny pinching techniques used by successful entrepreneurs?

- 80. Where to get the best financial advice?

81. What are barriers of entry?

- 82. Why are they important?
- 83. Who are they important to?
- 84. Can they actually make or break my efforts and dreams?

85. What legal issues will cause me major problems?

- 86. How do I protect myself (become judgment proof)?
- 87. What are the elements of a contract?
- 88. What are the best two tools to protect yourself during times of litigation?

89. What is Scientific Management Theory?

- 90. Why is it important today?
- 91. Who is it important to?
- 92. How is it important to a small business owner?
- 93. Will it really benefit a small operation?

94. What does "exit" mean?

- 95. What does an exit look like?
- 96. When is the best time to plan for an exit?
- 97. Who should I speak with in preparation for an exit?
- 98. Who should I consult with during the exit?

99. Ok, I exited and it all went well.... What do I do now?????

- 100. Will I actually be able to enjoy "retirement"....?