



What do you want to get out of it? What does success look like for you?

Some people start businesses to stop working for others or to make more money while others do so to provide a greater degree of flexibility in their lives. What forces inside you are driving you to embark on this journey?

How much control do you need to have? Who is working with you?

Understanding the amount of control you want or need to have over your business' operations can help you answer some important questions down the line. Do you trust anyone else to make decisions? Under what conditions?