



THE REAL ENTREPRENEUR DEAL:

Simple Answers to 10 Commonly
Asked Questions About Starting Your
Own Business

Starting a Business FAQs

- Where do I **start**?
- What about a **name**?
- What if someone **steals my idea**?
- Where do I get **money** to start?
- When am I **ready to open** my doors?
- Who will my **customers** be?
- How do I get on **Oprah**?
- Do I need an **MBA, Business Plan, or Partner**?

Determining Your Goals

PERSONAL GOALS –

Why am I starting this business and what do I hope to achieve from it?

BUSINESS GOALS –

What would I like this specific business to accomplish?

Actually Getting Started

- Entrepreneurship is messy!!
- You will change things more frequently than you anticipate.
- You won't know what works BEST until you try it!

Things you DON'T need

(contrary to popular belief)

MBA

Business Plan

Partner