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| Turning a Gig into a Business  |
| Making money by doing something you love to do sounds great. But turning a passion into a business requires a realistic evaluation of your capabilities and the market you hope to serve. Use this form to begin answering the hard questions that will ultimately make the task of turning a gig into a business a little easier. |
|  **□ What is your product or service? (Be as specific as possible.)** |
|  **□ How will you make money? (Be as specific and creative as possible.)** |
|  **□ How will you reach your customers or clients?** |
|  **□ Where will you conduct your business?** |
|  **□ Will you need employees? How many? What jobs will they do?** |
|  **□ What kinds of equipment will you need to get started?** |
|  **□ How much money will you need to get up and running?** |
|  **□ What are your monthly operating expenses likely to be?** |
|  **□ How much money will you need to earn each month to be successful?** |
|  **□ What are your biggest strengths to start this business?** |
|  **□ What are your greatest weaknesses?** |
|  **□ What can you do to turn those weaknesses into strengths (or at least work around them)?** |
|  **□ Who are your competitors? What are their strengths and weaknesses?** |
|  **□ What are the potential risks a business like this faces? How can you minimize the risks?** |