One of the first steps to setting up your own business is a formal business plan; this is outlined in chapter 22. The short business-plan below is a good starting point when your ideas are still in flux because it can help you decide if you want to go further. Try drawing up such a one-page plan right now for any of your specific ideas.

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| **Self-assessment: A one-page business plan**  Answer the following questions to develop a short, focused business plan.   |  | | --- | | **Your business name:** | | What is your product/service? | | What resources will you need to put it together? | | Where will you be based? | | Who’s going to buy it? | | How will they find it useful? | | What will you sell it for? | | How will you organise payment? | | What other sources of income does it enable? | | How will you attract customers? | | What do you still need to find out? |   . |

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| **Reflecting on your answers:** You may want to use this short business plan to help you come up with your next moves. |