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.

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| **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. |