

What Is YOUR Motivation?

What is your motivation for going into business? Chances are you have more than one. Complete this worksheet to identify your sources of motivation. Consider the following statements, and rate them according to the level at which they motivate you to start a business.

Motivations	Your Answer: High – Medium – Low
I want to be my own boss.	
I love working with customers and they love me.	
I know this business well and I know I can make it work.	
I want to make a lot of money, so I can buy a bigger house or send my kids to college.	
I see a need or demand for my small business.	
I am great at making _____ (e.g. cookies, clothing, jewelry, marketing brochures).	
I have a great service to provide: _____ (e.g. organizing, fixing things, dog walking).	
I want to create jobs in my neighborhood.	
I want to create a family business.	
I want to work part time from home.	
Other:	

There are no wrong answers. This list helps identify your motivation(s) for starting a business, which is crucial in determining if small business ownership is right for you. If yes, revisiting this list can help to guide and encourage you throughout the following planning, implementation and re-evaluation of your business plan.