



15-20%

**OF THE
WORKFORCE
CONSISTS OF
ENTREPRENEURS**

40

QUESTIONS FOR ASPIRING SIDEPRENEURS

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Lifestyle

1. What is your current lifestyle?
2. Are you married?
3. Do you have a child and children?
4. Do you have ongoing commitments (i.e. volunteering, memberships, etc)?
5. Do you have an active social life?
6. How many hours a week are you willing to dedicate to side business?



Passions & Skills

7. What are your passion and skills?
8. What do you like to do?
9. What do others praise you for?
10. What are your re-occurring themes in your life?
11. What do you think about most?
12. What are your strengths?



Job

13. What is your job situation like?
14. Are you allowed to have a side hustle?
15. Does it conflict with your job?
16. How long are your breaks?
17. How flexible is your schedule?
18. How much time off do you get?
19. Can you sell at work?



What do you need?

20. What do I need to get started?
21. Do you have the required skills?
22. Do you have the equipment already?
 23. If not, how much does it cost?
 24. Can it be rented or borrowed?
 25. Can you buy it used?



Financial Investment

26. What is the investment required?
27. How much can you afford to invest in a lump sum and/or monthly basis?
28. Are there re-occurring expenses?
29. Are you expecting a large sum of money soon (i.e. tax refund, bonus, etc)?
30. Can you borrow the money?
31. How long would it take you to save the money?
32. What possessions can you sell to raise the money?



Income Potential

33. What is the income potential?
34. How much do you want to make per month?
35. Does it have passive income potential?
36. Does it require face to face selling?
37. What is the profit margin?
- 38. Do you have the ability to upsell?
39. How easy it is to acquire new customers?
40. Can you offer a diverse range of products/services?