



Ten Key Questions

1. What will your business sell?
2. Who will buy it?
3. Why will they buy it?
4. How will they become aware that your services exist?
5. How will they buy your services?
6. What will it take to make sales?
7. How much will they buy and at what price?
8. What will it take to provide your services?
9. What will it cost to provide your services?
10. What are the immediate next steps to implement this plan?