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**Check your passion level.** Ask yourself how passionate you are about the service or product you will be delivering. Be honest with yourself. Starting a business takes a lot of energy, and it must be propelled by fuel. Believing in yourself and your vision will keep you focused and moving forward.

**Evaluate your finances.** Starting a business takes resources. Understanding both your own finances and those of the potential opportunity are essential to creating a sustainable business. There are three components to this evaluation: Your own finances; your business finances; and market research.

What will it take to get the business running? What are the legal and accounting fees? What do you need for setting up the office? What are your projected revenues and expenses?

**Assemble a strong team.** Make sure that your team is comprised of supportive people. Many business owners just starting out believe they cannot afford to hire a team. Get support in the areas that are not your strengths. This frees you up to focus on your sweet spot, strategize and network.