

Questions to Ask Before You Do The Thing

1. What do you NEED?

Add up all of your monthly bills. All of them. Include lunches, gas money, prescriptions. Make sure you're just looking at 1 month. This is how much you MUST make each month.

Break it up into weeks. What do you need to make each week? This is your magic number. Whatever you sell, whatever you make, it needs to be at least this much each month.

2. Who will it affect?

This will obviously affect your immediate family. If they're on board, you'll have no better cheerleaders.

If they're not on board, what do they need to trust this decision? What can you share that will help them see what you see (financial, emotional, practical)?

Other than your family, who else might it affect? Who can you gather for encouragement?

3. What are the in-between steps?

What needs to happen between today and the last day at your dayjob?

How much do your sales need to increase? What are the steps to get there?

What planning do you need to do?

4. Can you make each step smaller?

What teeny tiny step can you do to get closer to higher sales?

What teeny tiny step would you get closer to learning about whatever you need to learn about?

Can you make it smaller?

5. What do you have?

What are you selling? How many products and what kind of products? Do you make every product?

Can you make/create enough each week to reach your number from Question 1?

If not, can you raise your prices?

Can you change your production cycle?

6. Can you diversify?

Can you teach what you do to other people?

Can you offer a product that compliments your current offering?

Can you write about your process and sell the instructions?

Can you make something extremely special and unique and sell it at a higher price?

Can you automate some of your process and offer some products at a lower price?

7. Are you comfortable with the risk?

Only you know your risk-tolerance. How can you make this entire adventure less scary and more supportive?

Feel free to pass this on to everyone you know!