



Starter Business Flow

Are you dreaming about starting your own business and feel all tingly and excited when you get to tell someone about it? It may not be time to work with us just yet to create it, but this starter flow will help you put your thoughts on paper and achieve clarity around your brand concept.

The Story

Why do you want to start this business?

What would change in your life if you were working in this business full-time?

In basic terms, what is the business selling?

Why are you the best person to create this business?

Who else do you admire doing a business simliar to this?

The Logistics

Will you need other people involved to create this business?

Will you need funding/initial investments to launch?

Will you need a physical space to operate this business out of?

Will you create your logo/website or hire someone?

Do you know how much you should charge for what you're selling?

