

20 Questions To Help You Start a Business

GoSkills online course syllabus

Skill level

Beginner

Lessons

22

Pre-requisites

No prior experience needed

Video duration

1h 34m

Estimated study time

1h 34m

Instructor

Chris Folayan

Introduction

1 Becoming your own boss

Starting a business is no easy feat, and more and more people are becoming interested in the potential increased freedom and independence that entrepreneurship offers.

Understanding Your Goals

2 Why are you building this business?

To be successful and communicate your business well to yourself and others you must have a why.

3 What are your business and personal goals?

Every founder needs to have a personal and business goal they want to achieve.

4 What is your USP?

After watching this lesson you will be able to articulate and differentiate what unique differences your company has which set you apart from your competitors.

5 What does success and failure look like?

You need to have a plan for success and failure.

6 What kind of founder are you?

In this lesson, you'll explore the 3 kinds of founders to better help you understand who you are.

7 Who are your business advisors?

There are 3 types of advisors: Mentor, Connector, and Inspector.

8

What are your mental health strategies?

No one makes it to the top without support.

Knowing Your Customers and Competitors

9

Who are your customers?

Without customers, you have no business.

10

Who are your competitors?

It doesn't matter what your idea is, you have a competitor.

11

How can you get customers?

The name of the game is to capture customers and win over the market.

12

What is your wide net reach approach?

Your wide net reach approach is how wide you cast your customer net.

13

Are you connecting with the right people?

Surrounding yourself with amazing people in your industry is critical to the success of any company and your personal growth.

14

What is your go to market plan?

A marketing plan is a plan used to help you attract customers who want your product.

15

Are you innovating constantly?

As a startup company, you need to constantly innovate.

Developing a Winning Business Strategy

16

What is your pivot strategy?

Things will not always turn out the way you want.

17

How can you protect your IP?

What kind of legal safety nets should you put in place for the success and protection of your IP/business?

Incorporating and Monitoring Finances

18 What kind of business should I register?

Depending on your business's requirements you would need to choose a type of business entity to register your business under for various legal protections.

19 What if I need funding from an Investor?

Almost every business needs some funding to start.

20 How can I raise money?

Understanding how to raise capital is critical to starting a business.

21 What is my company name?

Your company name is what people will remember you by.

Conclusion

22 Begin your journey

Thank you for watching this course!

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