

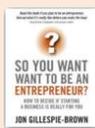
**Top ten ways to answer the ultimate question
-- FINAL ATTEMPT --**

Do I want to become an entrepreneur?

This is the template for the final attempt at this question, having read the book thoroughly and having learned more about yourself and what real entrepreneurs are like.

Your name:		EQ score:
1.	<i>What characteristics do you share with successful entrepreneurs?</i>	
You		
2.	<i>What are your reasons for wanting to become an entrepreneur?</i>	
You		

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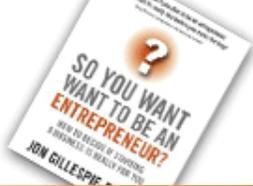
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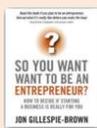
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3.	<i>How would your family and friends react to you becoming an entrepreneur?</i>
You	
4.	<i>What do you think your life would be like on a day to day basis?</i>
You	
5.	<i>What do you think the downsides are and how would you cope with them?</i>
You	

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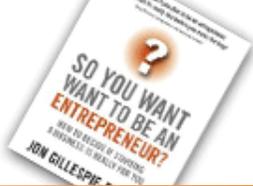
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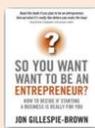
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6.	<i>What is your ultimate vision or goal</i>
You	
7.	<i>What are your core personality traits?</i>
You	
8.	<i>What life stage are you at and how do you think this will affect your chances?</i>
You	

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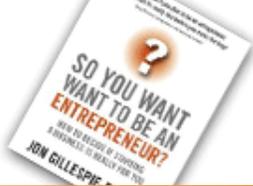
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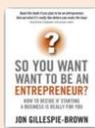
9.	<i>What resources do you have available to you?</i>
You	
10.	<i>What can you see yourself doing for the rest of your life?</i>
You	

So what did you learn from this process and the book as a whole? Make a few notes below:

Your Notes and how these are different to the first try at the ultimate question:

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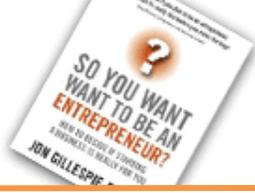
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Jane's Final Attempt:

How does this compare with the first attempt? What have you learned?

Let's see how Jane's responses are different too with a few comments from me.

Top ten ways to answer the ultimate question – FINAL ATTEMPT

Name: Jane Toomey

EQ: 68%

1. What characteristics do you share with successful entrepreneurs?

Jane – I share confidence, ability to take action, good communication skills and integrity.

Jon – What a great start! Your initial score is quite high so I'm not surprised. These, like the other traits we spoke about, can be learnt and those you where you were weaker can simply be exercised. Like a muscle!

2. What are your reasons for wanting to become an entrepreneur?

Jane: I want the freedom to follow my vision in life not someone else's. I want to have a job that isn't a million miles away from what I love to do anyway. I want to be able to decide on my hours based on how I work best.

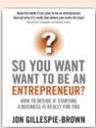
Jon: These are all solid reasons and being an entrepreneur will help you achieve those things. Do you feel a passion that will propel you yet?

3. How would your family and friends react to you becoming an entrepreneur?

Jane: As long as I have done all my due diligence and I am basing the business on something that I enjoy, have experience in and have an aptitude for then I think they will support me. I also need to make sure they are involved in the process and get excited and motivated with me. I also need to make sure I make quality time for them no matter how involved I get in the business. Basically I need to use those great communication skills of mine.

Jon: Great, you have picked up on one of the important things. You need to demonstrate to your family and friends that you are not going into this blind. Show them all the work you have put in here for starters. Then when you do finally get started, include them and inform them but most of all make separate time for them.

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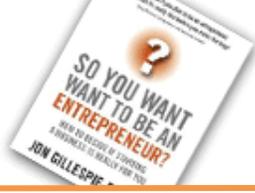
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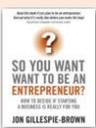
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<p>4. What do you think your life would be like on a day to day basis?</p> <p>Jane: I think it will range from what I do now, all the logistical stuff around catering, the cooking and creative side to secretarial to banking to sales and marketing to making the tea of course. I am under no illusions.</p> <p>Jon: Have you considered what will be your core roles and skills and those you will delegate? If not then try and think about who else will plug any skills gaps. Also, you will need to think about your routine as a new entrepreneur and consider how you will deal with the loneliness and stresses of the job, perhaps you could join a local entrepreneur group or round up any other entrepreneurs you know as support.</p>
<p>5. What do you think the downsides are and how would you cope with them?</p> <p>Jane: I think for me it will be being on my own a lot and making decisions on my own. There aren't any networking groups relevant to the industry I want to go into, although there are some general ones. However, I intend to start one!</p> <p>Jon: Well done that's the spirit! Make sure you get some quality time with your partner too and ask them for support and guidance. Having them part of the 'team' will help you in the early days before you hire some people.</p>
<p>6. What is your vision and personal mission?</p> <p>Jane: Vision</p> <p>I see my life free from the corporate shackles and working for myself. I am bringing happiness to customers and family alike with my cooking and recipes. I am also educating people on the importance of healthy organic food that hasn't had to travel thousands of miles to get to their plate. I am changing the eating habits of a generation of kids.</p> <p>My personal mission statement</p> <p>"I will start my business within 3 months and plan to grow it to £500,000 in revenues within a year. Using this success my staff and I will spread the word to local schools and businesses about eco-friendly food production in order that we reach at least 100 people within the same time frame. My purpose will be to massively add value to our local community in measurable ways that have a real impact on people's health now and in the future"</p>

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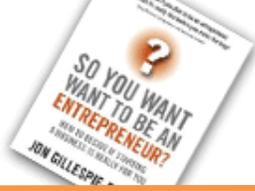
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Jon: These are great, they have specific outcomes, timescales and sound motivational. They will no doubt change over time or get more refined but it's great that you can align for life plans with your business dream.

7. What are your core personality traits?

Jane: *I am individualistic, stubborn, attentive to others, thick skinned, confident, self reliant, trusting tolerant, attached and impatient.*

Jon: Looks like you will make a great start-up entrepreneur but also pay attention to the needs of others and the team. You know you can be stubborn so make a special effort work at this and take the needs of others into consideration.

8. What life stage are you at and how do you think this will affect your chances?

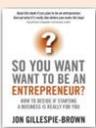
Jane: *I am not mortgaged yet and don't have a family so that means I am relatively low risk. I have got some commitments but I plan to move in with my partner Mark and use some of my savings to honor my family commitments (helping to pay brother's college fees). I am young but quite experienced in my field which hopefully will impress potential investors. I am also going to take on a couple of part time jobs at the weekend to help put some money aside. I do want to get married and start a family at some point but I will give the business 2 years and make a decision then.*

Jon: You are at a great life stage, you have experience but your cost base and responsibilities are still quite low. This makes the risk low as you say and also leaves plenty of opportunity to jump back on the job ladder if you need too. Also, you can start your business quite small with little cash so no worries about the money.

9. What resources do you have available to you?

Jane: *I have a family friend already in the catering business on the equipment supply side and he has lots of great contacts as well as some cut price equipment. I have already tentatively secured some investment from a relative - as long as he likes the business case. He has also put me in touch with some good business angels - he won't fund the whole thing! Lastly I have made contact with some old school friends who are in marketing. They have agreed to help and one even wants to come on board!*

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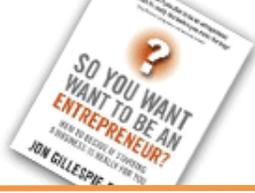
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Jon: Wow, you really have taken full advantage of the process in the book to get yourself fully prepared. This all sounds very good.

10. What can I see myself doing for the rest of my life?

Jane: *I see myself working around catering and cooking for the rest of my days. This is what makes me happier than anything else. I am so passionate about it, especially good healthy organic food and I want to tell the world about it. I can hardly believe it might be possible to do it for the rest of my life...and make a living from it.*

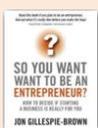
Jon: I think you have the maximum chance of success; you are so aligned between your business and your passions. This will drive you when things inevitably become tough.

Next steps...

I hope that you have enjoyed this book and have made the right life decision for you. You are now armed with all you need to take the next step and explore your idea and dreams further to decide if you can make a successful business out of them.

There are many great books to read and other useful resources as you continue your journey and a list of these can be found on our website: www.tobeanentrepreneur.com

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