**1.** What is my why?

* What is my skillset?
* What is my offer?
* What is my point of difference?
* How do I stand out from my competitors?

##### 2. **Customer Profile**

* Who is my customer?
* Why do they buy from me?
* How will I deliver my offer to my customers?

##### 3. Funding your business

* What resources do I need to fund my business?
* What are the different funding streams available to me?
* What are the main costs e.g. resources?

##### 4. Managing your business

* Why is time management important?
* How do I protect my business? e.g. IP
* How do I manage my business? e.g. tax

##### 5. Sustaining a business

* How will I demonstrate personal resilience?
* How can I make my business more resilient?
* How can I manage risk?
* Why is forwarding planning important?

##### 6. Collaborations and networks

* What networks do I need to be involved in?
* What are my engagement strategies to attract collaborators?

##### 7. Winning business

* How do I price my service?
* What is my pitching style?
* What is my negotiating style?
* What payment terms should I accept?

##### 8. Business Growth

* How can I take my business to the next level?
* Do I need to find service diversification?

##### 9. Brand me

* What channels should I use to market my business?
* How do I present my portfolio to gain maximum impact?
* What is my story?