



Self Employment Program: Self Assessment Questionnaire

You are encouraged to reflect on your own interest and commitment to pursuing self employment and if you are ready to take the next step. Print a copy to refer to when speaking with Employment ACTion's Self Employment Coordinator about your interest and eligibility for the program.

MOTIVATION

1. Out of the following advantages, identify those that best reflect your personal motivation for pursuing a path to self-employment.
 - A chance to earn more money
 - Being my own boss
 - Greater job security
 - Running a business and gaining experience in a variety of disciplines
 - Interact and work directly with customers
 - Personal satisfaction of creating and launching a successful business
 - Sense of belonging and stability for my family

Explain your choices:



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PERSONAL CHARACTERISTICS

2. The following is a list of personal characteristics that most successful entrepreneurs possess. Thinking of yourself, select the traits that you feel you have and could illustrate with examples during an initial assessment with Employment ACTION.

- Optimistic
- Resourceful
- Persistent
- Problem-solving ability
- Goal oriented
- Fast learner
- Determined in the face of failure
- Business savvy
- Knowledgeable of products and services relevant to desired industry
- Calculated risk-taker
- Independent
- Comfortable with uncertainty and change
- Confident

Explain using examples:

Self Employment Program: Self Assessment Questionnaire**BUSINESS IDEA**

3. Do you have a business idea?

- Yes
- No

If yes, what is it? Explain in detail :

SELF-EMPLOYMENT READINESS

4. Select the steps below that you have taken toward self-employment.

- I have identified a profitable business idea
- I have motivated myself to get started
- I have conducted market research
- I have evaluated my business idea
- I have written a business plan
- I have created business goals
- I have developed one or more products/services to offer clients
- I have set prices for my product(s)/service(s)
- I have chosen a legal structure for my business
- I have picked a name for my business
- I have applied for or set aside start-up capital
- I have created a marketing strategy and tools
- I have set aside a dedicated workspace
- I have created a system for receiving payments and record keeping
- I have built a client base
- I have tested the market
- I have not yet taken steps to develop my business