

# Is Entrepreneurship for You?

Entrepreneurs own and operate their own businesses. A common concern among prospective entrepreneurs is whether they have the right personalities, characteristics or skills necessary to own and run a small business.

The questions below may help you evaluate whether starting a business fits well with your personality and skills. It cannot predict business success, but can be used as a starting point in exploring whether entrepreneurship is an option for you.

Yes No

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Are you able to get a point across in a conversation?  |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you willing to put off short-term rewards for greater potential down the road?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Have you taken training in public speaking, debating, or sales techniques?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you comfortable approaching friends and colleagues about services and products beneficial to their present and future needs?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you enjoy the challenge of introducing yourself to new contacts who may also have need of your service or product?              |
| <input type="checkbox"/> | <input type="checkbox"/> | Have you invested in your own future by developing a modest nest egg to finance a career change?                                   |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you the first person to introduce yourself in a group of new people?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Would you describe yourself as having an enthusiastic personality?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you feel comfortable asking for the names of friends and colleagues to contact?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you comfortable calling strangers for appointments?  |
| <input type="checkbox"/> | <input type="checkbox"/> | Do most people consider you outgoing and self-confident?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you comfortable with a career in which income may vary from week to week or month to month? (for example - no steady paycheck) |
| <input type="checkbox"/> | <input type="checkbox"/> | Have you developed a financial plan for retirement?  |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you planning for early retirement?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you prefer not having goals and objectives set for you by a supervisor?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you plugged in to networking groups and civic organizations in your community?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you consider sales a part of your current position?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you uncomfortable working a traditional 8-5 schedule?  |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you consider yourself assertive?  |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you generally step forward and ask for what you want?   |

## YOUR ENTREPRENEURIAL QUOTIENT

Give yourself one point for each "yes" answer.

**If you scored between 14 and 20**, you probably have the necessary qualities to create your own business opportunity and competently handle the challenge involved.

**If you scored between 10 and 13**, you may have the makings of an entrepreneur but may need more experience before taking the plunge.

**If you scored below 10**, at this point in your life you are probably better suited to traditional employment.



**Some additional factors to consider for self-employment or entrepreneurship:**

### BONUSES

- Create my own job
- Follow my interests
- Every day is different
- Control over my schedule
- Opportunity to be creative

### CHALLENGES

- Unpredictable income
- Isolation if I work alone
- Recordkeeping and paperwork
- Long hours
- No benefits such as health, dental, and disability

### WHERE CAN YOU GET INFORMATION & ASSISTANCE ON ENTREPRENEURSHIP?

Center for Technology & Business  
<http://trainingnd.com/>

Innovate ND  
<http://innovatend.com>

ND Department of Commerce,  
Division of Economic Development  
& Finance  
<http://business.nd.gov>

ND Department of Veterans Affairs  
<http://www.nd.gov/veterans/benefits/entrepreneurship>