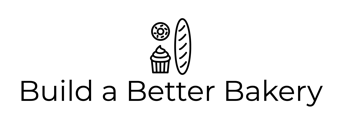
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**Step 1: Brainstorming Session Prompt Questions**

**(Set a Deadline of 1 Day to Answer the Questions)**

In this step, you will begin by grabbing some paper and pen, and writing down as much information and ideas as you can about what you envision for your business.

Think of the present and the future of your business. What is happening now, 1 year from now, 5 years from now, etc.

Discuss with friends and family. Take polls on Facebook.

Write down EVERYTHING you find interesting.

(No need to put your ideas into neat lists or do any research, we will do all that later in the next step).

**Personal Prompt Questions**

1. What will your bakery offer? Or what will you NOT offer?
2. What will your business name be? Or business theme?
3. Where will you sell your goods from? (from home, farmer's market, local venues, etc.)
4. What audience do you want to serve? (grab and go, small orders, large orders)
5. How much time will you have to work each day/week?
6. How many orders per week are you wanting to take?
7. Where will you work from? (Home space, rented kitchen, etc.)
8. What do you already have to start, such as baking or decorating tools?
9. WHY do you want to be a small business bakery owner? (The DEEPER WHY, not just "make money"…)
10. What makes you or your product different from other bakers or bakeries in the area?
11. Will you be working alone or hiring others?
12. Are there any big changes happening in the next year, 2 years, 5 years that you need to keep in mind?

**Social Prompt Questions – those who already know you can help you examine your business ideas.**

**Examples of questions you could ask your social circle. Use their feedback to better inform your business ideas and choices.**

1. What do you think I am good at?
2. What desserts are your favorite that I have made for you?
3. Would you order from me if I started a bakery?
4. What do you think about these business names?
5. Will you watch my kids so I can bake? LOL ☺