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**SBA 20 Questions**

1. *Why am I starting a business?*
2. *What kind of business do I want?*
3. ***Who is my ideal customer?***
4. *What products or services will my business provide?*
5. *Am I prepared to spend the time and money needed to get my business started?*
6. *What differentiates my business idea and the products or services I will provide from others in the market?*
7. *Where will my business be located?*
8. *How many employees will I need?*
9. *What types of suppliers do I need?*
10. *How much money do I need to get started?*
11. *Will I need to get a loan?*
12. *How soon will it take before my products or services are available?*
13. *How long do I have until I start making a profit?*
14. *Who is my competition?*
15. *How will I price my product compared to my competition?*
16. *How will I set up the legal structure of my business?*
17. *What taxes do I need to pay?*
18. *What kind of insurance do I need?*
19. *How will I manage my business?*
20. *How will I advertise my business?*
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30. *How will I advertise my business?*