



Entrepreneurial Trinity: Appendix A

Questions to Ask Prior to the Journey

While writing this book, we created a list of questions that might have been beneficial for us to discuss before starting our entrepreneurial journey. We were reluctant to share it here because we didn't discuss these questions back then and, in some ways, benefited from the naivety of just putting our heads down and charging forward.

We are concerned that having this discussion is going to force guardrails onto a business that is likely very unpredictable at that point. However, if you are the type of couple that would benefit from having this discussion knowing that things will change and the guardrails should likely be somewhat loose, then keep reading:

- How much time per week should we spend on the business?
- How much time per week should we spend with family? On our faith? On our health?
- How much revenue and profit do we optimistically expect the business to generate in year 1? Year 2? Year 3?
- How much revenue and profit do we realistically expect the business to generate in year 1? Year 2? Year 3?
- What are our top priorities?
- What are our non-negotiables?
- What really is the worst-case scenario?
- How frequently do we want to communicate about the answers to these questions?

