

Is It Worth Doing?

How do you evaluate that?

This is a short self evaluation to support sound decision making in your business or career. Feel free to print this out and make copies to help yourself make sound professional and financial decisions.

Use extra sheets of paper if these questions trigger more thoughts. Of course you can type all this out but there seems to be something powerful about using the old fashioned paper and pen because you engage your physiology more fully that way.

1. **Is it fun? Are you passionate about it? In what way?**

2. **Does it fit in with your other businesses or projects without threatening them? Explain:**

3. **Is it profitable? Explain:**

4. **Does it make a positive difference in the world?**

5. **Is it something you can team up with other people on who have complimentary talents/resources?**

6. **Does it recharge you or deplete you?**

7. **Is it congruent? Ecological? In alignment with your own values? (Note: Values are the unconscious filters of what is important to you.)**

8. **Do people want it? Is there a demand? What does it do for them? Is it something they need and have to buy over and over again or is it a one time thing?**

9. **Is it worth the sacrifice in time, effort, money, risk?**

10. Are you willing to accept the unforeseen? Are you willing to hang in there through the inevitable learning curve to see it through?

11. Any other thoughts, observations, evaluations, fears, concerns, doubts, or desires? Write 'em down.
