



Answer each question with one or two short sentences.

**OVERVIEW**

What type of web design services will you sell?

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Who is the prime demographic for your services?

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How will your business idea help people?

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**KA-CHING**

What will you charge?

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How will you get paid?

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How else will you make money from this project?

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**HUSTLING**

How will customers learn about your business?

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How can you encourage referrals?

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**SUCCESS**

The project will be successful when it achieves these metrics:

Number of customers

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*or*

Annual net income

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*(or other metric)*

**OBSTACLES / CHALLENGES / OPEN QUESTIONS**

Specific concern or question #1

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Proposed solution to concern #1

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