

COULD THIS BE MY BUSINESS?

A kitchen-table starter kit for turning a good idea into a thoughtful next step.

START HERE — NO FANCY BUSINESS PLAN REQUIRED

Come on in, honey, and pull up a chair. You do not need to have every answer today. Use these pages to test whether people want what you offer, whether the numbers make sense, and what to do next.

1. Describe your idea and the person it helps.
2. Ask real potential customers what they need.
3. Estimate a simple price, costs, and your time.
4. Run one small, low-risk test before spending big.
5. Decide what to improve, repeat, or leave behind.

MY IDEA IN ONE SENTENCE

I help _____ by providing _____.

WHY THIS MATTERS TO ME

WHAT I ALREADY HAVE

- ☐ A skill or experience people ask me about
- ☐ Tools, materials, or equipment I already own
- ☐ A little time each week to test the idea
- ☐ Someone willing to give honest feedback

Remember: a hobby can stay a hobby. Turning it into a business is a choice, not a requirement.

1 FIND YOUR FIRST CUSTOMERS

WHO WOULD BUY THIS — AND WHY?

My likely customer is:

The problem I solve or the joy I provide:

ASK FIVE PEOPLE — NOT JUST YOUR BEST FRIEND

Ask: “Would you buy something like this? What would make it useful? What price would feel reasonable?” Do not count polite compliments as confirmed sales.

Person / customer type	What I learned	Interested?

MY SIMPLE TEST OFFER

What I will offer, to whom, and where I will offer it:

2 DO THE KITCHEN-TABLE MATH

Use one product or one service job. Be realistic about every cost, including your time. These are planning estimates, not accounting statements.

For ONE sale or job	My estimate
Price customer pays	\$
Materials / supplies	\$
Packaging / delivery	\$
Platform / payment fees	\$
Other direct costs	\$
Cash left after direct costs (price minus above)	\$
Hours required	hours
Cash earned per hour (cash left ÷ hours)	\$ / hour

DON'T FORGET THE COSTS THAT ARE EASY TO MISS

- ☐ Equipment and replacement tools
- ☐ Insurance, permits, and licensing where applicable
- ☐ Website, advertising, subscriptions, and booth fees
- ☐ Bookkeeping, professional services, and taxes

A price that covers materials may still leave too little to pay yourself. The “cash earned per hour” above is before shared overhead and taxes.

WHAT PRICE WOULD MAKE THIS SUSTAINABLE?

3 TRY IT SMALL, THEN DECIDE

MY 30-DAY TEST

What will I offer?

How many sales or bookings will I aim for?

My maximum test budget: \$_____ My test end date: _____

FIRST STEPS

- ☐ Choose one clear product or service
- ☐ Confirm basic local registration, permit, and tax obligations
- ☐ Estimate pricing, costs, and time
- ☐ Talk with five potential customers
- ☐ Make one small offer and record actual results
- ☐ Review what sold, what it cost, and what I learned

AFTER THE TEST — WHAT REALLY HAPPENED?

Total sales: \$_____ Total cash expenses: \$_____ Hours spent: _____

What did customers like?

What would I change?

My next step: ☐ Try again ☐ Adjust my offer ☐ Grow slowly ☐ Keep it a hobby

A little encouragement from Southern Grace: You do not have to build a big business overnight. Start small, keep good records, and give yourself permission to learn.

Southern Grace Ledgers LLC | More time for business. More time for family.

Educational planning worksheet only. Not legal, tax, or financial advice. Rules vary by business and location.