Name _____

Your Honest Start-Up Check

Twenty minutes, a pen and your bank statements. Answer honestly: nobody else needs to see this.

1 Why do you want to run a furniture making business?

One sentence. If you struggle to write it, that tells you something too.

2 Your income target

What would you need to earn in a year for all of the work: the making, the selling, the admin and the driving about?

My income target £ _____ a year

3 Your hourly floor

How much every productive hour must earn, just to pay you.

	Your figures
Weeks in a year	52
Minus weeks off (holidays, bank holidays, illness)	
× Hours you work each week	
× Share of your time spent making (often under half)	%
= Productive hours a year	
Income target ÷ productive hours = £ an hour	**£**

Example from the article: £36,000 ÷ 920 hours is about £39 an hour, before rent, timber, tools or profit.

4 Before you commit

Question	Yes	Not yet	Notes
Are my skills good enough for clients to pay a professional price?	☐	☐	
Could I live on my savings for six slow months?	☐	☐	
Do I know where I will work, and what it costs?	☐	☐	
Am I comfortable talking to clients about money?	☐	☐	
Would I still choose this over making as a hobby?	☐	☐	

5 My next step this week

Notes