

40 START UP QUESTIONS TO ASK

BEFORE STARTING YOUR FREELANCE INSTRUCTIONAL DESIGN BUSINESS



This isn't an exhaustive list but it is enough to get you started and on your way to soloprenuership as a freelance instructional designer!

For more FREE resources, check out InstructionalDesignCompany.com.

- What's your why for starting your business?
- What are the tradeoffs for working for yourself versus a company?
- Are you comfortable with those tradeoffs?
- What sacrifices will you need to make if you go into business for yourself?
- Do you have enough money to get by or a spouse/partner who can support you while you are getting started?
- What can you downsize or cut back on to make your finances stretch?
- How much money do you need to make?
- What are your business hours?
- What will your hourly rate be?
- How many billable hours do you need to work in a week/year to reach your income goals?
- How much time will you need to take off during the year for things like vacation, check-ups, or other things?
- What are your business expenses?
- What products and/or services will you sell?
- How do you know people will be interested in your product or service?
- Will you set your business up as a legal entity? If so, which type? Who will help you?
- How will you manage payroll?
- How will you manage and pay your taxes?
- How will you track your expenses?
- How will you reconcile your bank statements?
- How will you invoice customers?
- How will you collect payment?
- What are your payment terms?
- How will you pay yourself? If a salary, how much will you pay yourself and how often?



40 START UP QUESTIONS TO ASK

BEFORE STARTING YOUR FREELANCE INSTRUCTIONAL DESIGN BUSINESS



- Which tools do you need to operate your business?
- Which tools do you need to produce your product or offer your services?
- Will you pay yourself a salary or will pay yourself by project?
- Will you bill hourly or by the project?
- What's your velocity?
- How will you track your time?
- What will you include on your website?
- Who will build your website?
- What will you use for your email account?
- How will you store and share documents?
- How will you use social media to generate awareness of your business?
- Which platforms can you use to market your services and/or product?
- How often will you market?
- Which discussion groups should you join and participate in?
- What are your annual goals for your business?
- What are your quarterly goals that will move you toward achieving your annual goals?
- What do you need to learn to get started and how/where will you learn what you need to know?

Got Questions?

Join the free [Facebook group](#) to ask questions, post comments, and join in some friendly instructional design discussions.

Shawntay
Michelle *The Trainologist*

