

The
CHRIST-CENTERED
— BUSINESS —

The Business Selection Checklist

A guide to evaluating your ideas through the lens of faith and practical wisdom. Choosing the right business requires both homework and prayer. Use these questions to test your vision before you commit your time and resources.

Heart and Market Alignment

- ☐ Am I passionate about, or at least interested in this industry?
- ☐ Is this product or service wanted or needed in the marketplace?
- ☐ Is there a high enough demand?
- ☐ Is it something that will continue to be in demand over the long term?
- ☐ Does this product or service make the world a better place? Does it help people?

Christ-Centered Integrity

- ☐ Does the product or service violate my conscience (e.g. selling harmful substances like alcohol and cigarettes)?
- ☐ Is this a product or service I would feel comfortable partnering with God in selling?
- ☐ Does this business provide essential products or services that require it to be staffed on Sundays? If so, am I comfortable working on a Sunday or having other people work for me on Sundays?

Financial Goals and Pricing

- ☐ What is my income goal for my business?
- ☐ What is my profit margin for each product or service sold?
- ☐ How many do I need to sell to reach my income goal? Is this possible?
- ☐ How will I accept payment for services? Are there any payment processing fees?
- ☐ How much will I need to pay in taxes?

Startup Requirements and Regulations

- ☐ What is required to start this business?

- ☐ Are there government regulations (e.g. licenses required)?
- ☐ Do I need to create a company or will I be a sole trader? What are the costs associated with setting up these entities?
- ☐ Should I start a business from scratch or buy an existing business for sale?
- ☐ Do I have full control over the revenues from this business (think YouTube and multi-level marketing)?

Infrastructure and Operations

- ☐ Do I need a building, and if so, how much is the monthly lease? What are the utility costs?
- ☐ How much will it cost to fit out the building?
- ☐ Is any equipment required? What are the costs to buy or to hire?
- ☐ What are the costs for creating the product or buying it from a wholesaler?
- ☐ Do I need a website? If so, what will it cost to build and host a website?

Team and Professional Support

- ☐ Do I need to hire people? If so, what are the costs associated with hiring people?
- ☐ Do I need to hire a bookkeeper or an accountant, or will I take care of my own paperwork?
- ☐ Do I need public liability and other insurances? What are the costs?

Marketing and Growth

- ☐ How will I promote the business?
- ☐ Do I need to advertise? If so, how much will it cost to advertise?

Lifestyle and Final Consideration

- ☐ How many hours a day, and how many days per week will this business require of me?
- ☐ Does this business model support the type of lifestyle I want to live?
- ☐ Are there any other expenses or requirements of this business I need to consider?