

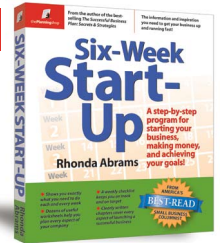


CREATED BY
Rhonda Abrams

Excerpted from *Six-Week Start-Up*

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BUY IT!



TAKING STOCK: WHAT ARE MY EXISTING ASSETS?

	Specifics (amount, type, etc.)	How Readily Available
Financial Assets:		
Savings		
Income from other sources		
Spouse's income		
Credit lines/Credit cards		
Stocks & other liquid assets		
Stocks & other liquid assets		
Home equity		
Retirement funds		
Tangible Assets:		
Equipment		
Furniture		
Space/Location		
Business/Professional Assets:		
Marketable skills		
Specialized knowledge		
Business experience		
Certifications/Credentials		
Licenses, Memberships		
Ability to make sales		
Good customers/client relationships		
Personal Assets:		
Education/Training		
Intelligence		
Excellent communication skills		
Outstanding work habits		
Business or financial connections		
Rich relatives or friends		
Supportive family and/or friends		
Ambition & passion		
Other		