

AgriTourism Checklist

Part 2

Personal Assessment





Business Qualities

QUALITIES	YES	NO	HOW CAN WE IMPROVE
I am motivated to take on a new enterprise			
I have managed a business before			
I have a business plan for my current enterprise			
I am confident I can write a business plan for a new agritourism enterprise			
I keep good production and finance records			
I have experienced agritourism in a different location			

Business Qualities

ARE THERE OTHER BUSINESS QUALITIES
AND EXPERIENCES THAT APPLY TO THIS
NEW VENTURE ?



Personal Qualities



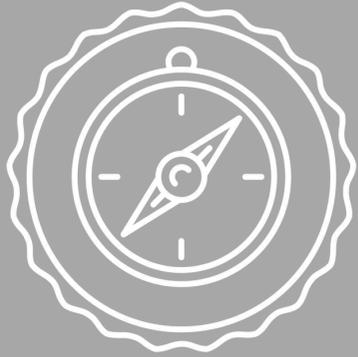
QUALITIES	YES	NO	HOW CAN WE IMPROVE
I am a good planner / organizer			
I have creative ideas			
I have a high level of energy and contagious enthusiasm for what I do			
I enjoy doing new things			
I follow through on what I do			
I enjoy interacting with a variety of people			
I like to show people my projects and operations			
I'm comfortable opening up parts of my business to the public			

Personal Qualities

**ARE THERE OTHER PERSONAL QUALITIES
THAT APPLY TO THIS NEW VENTURE?**



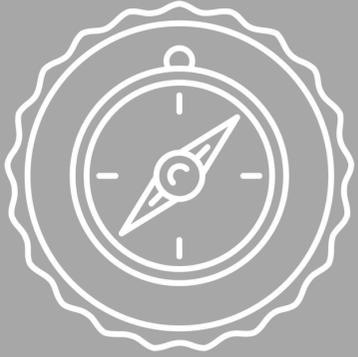
Skills



SKILLS	YES	NO	HOW CAN WE IMPROVE
Business planning			
Marketing			
Digital Marketing (social media, paid online advertising)			
Art / Design			
Advertising / public relations			
Media experience, writing / radio			
Teaching			
Crafts (list):			

Skills

**ARE THERE OTHER SKILLS THAT COULD
COME IN HANDY?**





A special thank you

