



Checklist: What You Need In a Small Business Mentor

- Must Be a Good Listener**
My mentor must be willing to listen and serve as a sounding board.
- Has Track Record of Proven Success**
Does my mentor have a record of success in a business similar to mine?
- Understands My Industry**
Someone who knows retail won't necessarily understand the tech industry.
- Has Skills I Don't Have**
I need a mentor to "fill in holes" in areas where I lack expertise and knowledge.
- Has a Long Rolodex**
A mentor's contacts can be invaluable for partners and investors if I need them.
- Capable of Delivering Tough Love**
My mentor should be inspiring and encouraging, but point out issues honestly.
- Has Enough Time to Spend**
Successful people are busy -- my mentor can't be too busy for me.
- Shares Similar Values**
Do we share the same values on work-life balance, bootstrapping and other issues?
- Not a Free Worker**
A mentor's role is to give guidance and advice. It's up to me to do the work.