

1. What do you sell? (i.e. your services, types of products, etc.)

2. What first led you to start selling this specific thing? (Hint: don't say profit!)

3. Is your reason for starting still what's pushing you to run your business today? If not, what is?

4. What skills have you developed to get better at what you sell?

5. How did you get those skills?

6. Describe a moment that was a turning point in your business

7. Why was that moment significant to you?

8. Finish these sentences:

I used to...

But everything changed when...

Today, I...