

## **Exercise 6c: Interview local business people**

The following questions are to give you an idea of the kinds of things you could ask a local entrepreneur. Don't feel that you have to stick to these questions. You'll get the best information just by having an open conversation with other people who are self-employed. They'll likely ask you questions about your business idea. That may lead you to think of more questions to ask them.

### **Suggested Interview Questions**

1. Why did you decide to start this business?
  
  
  
  
  
  
  
  
  
  
  
  
2. What kind of research did you do to make sure your business would have customers?
  
  
  
  
  
  
  
  
  
  
  
  
3. Have you started any other businesses?  
If yes,
  
4. What was the other business?
  
  
  
  
5. Is that other business still in business?  
If yes,
  
6. Are you still involved with the other business?

- If no,
7. If no, why did the business fail?
  
  8. What were the most important qualities you needed when you were first starting your business?
  
  
  
  
  
  
  
  
  
  
  9. What was the biggest challenge you faced when you started your first business and how did you overcome it?
  
  
  
  
  
  
  
  
  
  
  10. What were your start-up costs and how long did it take for you to start earning enough money to pay yourself?
  
  
  
  
  
  
  
  
  
  
  11. What do you like most about being self-employed?
  
  
  
  
  
  
  
  
  
  
  12. What's the hardest part of being self-employed?

Add 3 (or more) questions you really want to know about:

13. .

14. .

15. .