

Money on the Table

Ten Key Questions Worksheet

- 1) How did you get started in your business?
- 2) What do you enjoy most about what you do? Can you tell me about a recent client that you really enjoyed helping?
- 3) What separates you and/or your company from the competition?
- 4) What advice would you give someone starting out in your business?
- 5) What are the coming trends in your business or industry?
- 6) What strategies have you found to be the most effective in promoting your business?
- 7) If there was anything about your business or industry that you could change what would it be?
- 8) What is the next big event coming up for you?
- 9) What is your biggest challenge at the moment?
- 10) What type of customers are you looking for? How will I recognize a good prospect for you? Which Lifecycle Events are your targeted prospects experiencing?