

# The Story of Your Business, Questionnaire

Answer these 18 questions as fully and honestly as you can.

There are no right or wrong answers, this is about drawing out the soul of your business so you can share your story with the world.

1. Why did you become self-employed?
2. Why did you decide to do what you're doing?
3. Why is now the right time for you to be in business?
4. What would you do with yourself if you didn't have to work?
5. What's the most important thing in your life?
6. What really makes you smile from the inside out?
7. What are you insanely passionate about?
8. What's the best thing you've ever done?
9. What achievement are you most proud of?
10. What advice would you give to your 16-year-old self?
11. Where do you want to be in 5 years' time?
12. What makes your heart sing?
13. Is this your first business? How has it evolved and what's the journey been like?
14. Is there one thing you wish someone had told you before you went into business?
15. Is there one piece of advice you would give to someone else starting a business?
16. Who do you *serve*? Be specific, think of everyone your business impacts (not just customers)
17. How do you want the world to see your business?
18. What would you like people to say about you and your business?

Now put your responses on an email to me and we'll book a FREE phone or Skype consultation to discover the story behind your business and how I can help you tell it in your own words.

Email: [Amy@AmyMorse.co.uk](mailto:Amy@AmyMorse.co.uk)