

Interview A Business Owner

Use this questionnaire for “informational interviewing” purposes. Find someone who’s running a business similar to the one you’re thinking of starting and pick his/her brain by asking questions about the realities of running a small business.

Name of business owner:

Name of business:

What type of business do you own:

When did you start your business:

How much money did you start with:

Where did you get the money:

Annual sales for last year and/or this year:

What is your salary/compensation:

How many employees do you have:

What do you like best about your work:

What do you like least about your work:

What’s been your biggest challenge:

What skills do you have that without them, the business wouldn’t have survived:

What are you the most afraid of — where is your business the most vulnerable?

What's an average day like in your business:

When are your busiest times and how do you compensate:

-of the day

-of the week

-of the month

-of the year

What types of marketing have you used? Which were most successful? Which were least successful?

If you could give just one piece of advice to someone starting a business similar to yours, what would it be