

Purpose & Beginnings

1. Why did you start this business in the first place?
2. What problem were you trying to solve when you began _____?
3. What did you love most about being a _____ when you first started?
4. What surprised you most about entrepreneurship once you were in it?
5. Looking back, was your original vision for _____ right or completely wrong?

Identity & Role

6. What do you hate most about being a _____?
7. What part of your role as a _____ took you the longest to grow into?
8. What's the biggest misconception people have about being a _____?
9. What's one skill you didn't expect to need as a _____ but absolutely do?
10. If someone wants to become a _____, what should they know first?

Mentors & Influence

11. Who have been your biggest mentors over the years?
12. What's the most valuable lesson you learned from a mentor?
13. Was there a moment when someone believed in you before you believed in yourself?
14. Who do you still turn to for advice today, and why?
15. What advice did you ignore early on that you now wish you hadn't?

Mistakes & Learning

16. What's the biggest mistake most people make when starting _____?
17. What's the most expensive lesson you've learned in business?
18. What's a mistake you made that turned out to be a gift in disguise?
19. What did failure teach you that success never could?

20. What's one thing you'd do very differently if you started _____ again today?

Resilience & Hard Moments

21. What's the toughest thing you've ever been through in your life?

22. Has there ever been a time when you wanted to give up on _____?

23. What specifically got you through that moment?

24. How do you keep going when motivation disappears?

25. What does resilience actually look like for you in real life?

Growth & Decision-Making

26. What decision had the biggest positive impact on _____?

27. What decision kept you up at night the longest?

28. How do you decide what to say no to as _____ grows?

29. What's something you stopped doing that made everything easier?

30. What's the hardest trade-off you've had to accept as a _____?

Money & Success

31. How has your relationship with money changed since starting _____?

32. What's one money belief you had to unlearn to grow?

33. How do you personally define success today?

34. What does "enough" look like for you now?

35. What's one financial mistake most people repeat over and over?

Life Beyond Business

36. How has running _____ changed you as a person?

37. What has entrepreneurship cost you personally?

38. What has it given you that you didn't expect?

39. How do you protect your energy outside of _____?

40. What boundaries took you too long to put in place?

Reflection & Wisdom

41. If you could go back and give your younger self one piece of advice, what would it be?

42. Which person has had the biggest impact on your life, and why?

43. What truth about _____ took you years to fully accept?

44. What's one question people should ask about _____ but rarely do?

45. What do you hope people learn from your journey, even if they never start _____?

Your Additional Ideas