



Most businesses exist because there is a need within a market, OR, because someone is inspired to share a passion! As a business owner, you are fulfilling a need or you are inspiring others to be passionate about your product or service. ...possibly both!

To help me understand your business and get started, let's start with these 10 questions. There is no right or wrong here. Please answer them honestly. If you can't answer something, it's okay. That is why you are here — to figure things out, to find focus and inspiration, and set goals. Once you have completed the answers, please return this questionnaire to me and we'll get started! Thank you.

Mary Carol

1. What inspired you to start your business?

2. What problem or need does your business solve?

Yes No I don't know

If yes, please tell me about it.

3. Are any segments of your business not profitable?

Yes No I don't know

4. Is cash flow positive? Yes No I don't know

5. Is your pricing structure competitive? Yes No I don't know
Very briefly, describe your fees and costs?

6. Where is your focus? Are you working as the main employee of your business or are you working on creating business opportunities/sales and you have employees to handle the day-to-day fulfillment? Are you struggling with time management?

7. Are you retaining customers? Yes No I don't know
Are you relying on a stream of new customers to keep your business running?
 Yes No I don't know

8. Do you have referrals? Yes No I don't know
Are these referrals profitable? Yes No I don't know
Do the referrals purchase from you? Yes No I don't know

9. Do you know who is your best customer and your worst?
 Yes No I don't know
Describe your best customer.

Describe your worst customer.

Describe your ideal customer.

10. Are you using social media? Yes No I don't know
What social media are you using?

Do you have a web site and does it work for your business purposes?

Yes No I don't know

What is your web site URL? _____

So, that I can communicate with you, please provide me with some contact information:

Your E-mail Address: _____

Your Telephone Number: _____

Is this a cell phone? Yes No

If yes, may I use it to communicate via text message with you? Yes No

Your mailing address:

Your Name: _____

Address: _____

Address: _____

Your Company Name: _____

Note: The information you supply here is strictly for our purpose in working together. I do not sell or use this information for advertising.

Return your completed document to:

Mary Carol Sullivan

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e-mail: creative@marycarolsullivan.com

web site: www.marycarolsullivan.com

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