



Business Analysis Cheat Sheet

Greeting

- Set the tone for the meeting
- You want honest, sincere answers
- You are here to help them solve their business issues
- And create a plan to move forward if decide to work together

Points to Ask

- Tell me a little about why you started this business?
- What your vision or dream for the business?
- What is your measure of success?
- What would you like to accomplish?
- What are your biggest fears?
- What is working well in your business?
- What is NOT working well?
- What would your customers say is not working well?
- Are you willing to make changes?
- Even if they are uncomfortable?
- Are you comfortable committing to a monthly business strategy session? If no, why?