

Provide Society

Execute a routine system,
reach more people and grow your business
with plans and data-driven procedures



97 Questions to Ask Yourself About Business

Reflect, plan and put to action

by Lily Hewelllyn

Planning and Systems

Planning and systems involve the daily tasks running of a business like time management and prioritising energy and tasks. Having a clear plan and system in place is essential so that a business can run smoothly and provide for as many people as possible.

- 1 How much time and energy do you have to give to your business?
 - 2 What is the right pace of work for you?
 - 3 Who do you have to keep you accountable?
 - 4 Who do you have in your support system?
 - 5 What is “challenging” for you?
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6 What is “realistic” for you?

7 What personal goals and intentions do you aim for?

8 What professional goals and intentions do you aim for?

9 How can you work forwards these personal and professional goals?

10 How will you measure your efforts?

11 How will you measure your progress?

12 How will you keep record of your efforts?

13 How will you keep record of your progress?

14 What are your daily tasks in business?

15 What are your weekly tasks in business?

16 What are your monthly tasks in business?

17 What ideas would you feel immediately closed off to?

18 What ideas would you be immediately open to?

19 How will you know an idea is worth pursuing?

Client Relationships

The relationships you have with your clients as a service provider is central to absolutely everything - your client is interested in what you provide as long as they trust and respect you as a person. Ensuring you have a good working with clients and they are happy is what business is all about!

- 20 How often do you say no to peers, clients, family, friends etc?
 - 21 How often do you agree to meet your clients outside of your working hours?
 - 22 How flexible are you with your clients and time management?
 - 23 How flexible are you with your fee?
 - 24 How often do you ask clients for feedback?
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- 25 How often do you ask clients for a testimonial?
- 26 How do you explain to your client what their role is?
- 27 How do you explain to your client what your role is?
- 28 How do you set your client's expectations?
- 29 How do you ensure the client is clear about expectations?
- 30 How do you know what the client is needing from you?
- 31 What do you do to give the client what they need from you?
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Service

Your service is what you do for your clients and what you give to them. Knowing exactly what you do and how you help others will enable you to enjoy what you do, get paid fairly and provide for others!

32 Who do you want to work with and who do you not want to work with?

33 What type of work do you want to do?

34 How do you quickly and simply explain what your service is and who it's for?

35 How do you quickly and simply explain what your service is not and who it is not for?

36 How do you show your client your service is right for them?

37 How do you make your service accessible?

38 How do you research your client's needs?

39 How do you know you have a great service?

40 What does the client get to walk away with after your service?

41 What does your service allow your client to move forwards and do?

42 What would stop someone from engaging in your service?

43 How could you improve your service?

Sales

Sales is the process of helping a potential client to engage with your service, decide if your service is suitable for them and helping them pay for it. A clear sales plan allows clients to do business with you.

- 43 What are the different ways in which someone could discover your service?
 - 44 How do you keep a record of how a client discovered you?
 - 45 What format do you use to directly talk with a potential client about your service?
 - 46 How do you help people make a decision about doing business with you?
 - 47 What do you do if someone isn't sure if your service is right for them?
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- 48 How will you help someone know if your service is right for them?
- 49 How will you know your service isn't suitable for someone?
- 50 When would not allow someone to buy into your service?
- 51 What types of questions would someone have about your service?
- 52 What kind of objections would someone have about your service?
- 53 What kind of questions would someone have about you?
- 54 How will you prepare to "sell" to someone?
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Marketing

Similar to sales as it helps clients decide if your service is right for them and to do business with you, marketing allows your clients to know what your service is about, who you are and how you can support them.

- 55 Where do your clients tend to be, both online and “offline”?
 - 56 In what ways do you use to communicate your service, talking, videos, articles etc?
 - 57 What platforms/ tools do you use to communicate your service?
 - 58 How do you feel about social media?
 - 59 How do you use social media?
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60 What do you want to say about your service?

61 What is the "story" of your service?

62 What is your "story" as the service provider?

63 How comfortable are you to self-disclose?

64 How relevant are you when talking about your service?

65 What do you want to say about yourself?

66 What do you not want to say about yourself?

Finances

Business is about money. It's a non-negotiable. Finances as a whole involves charging a fee, making sure clients pay, making sure there's enough money to pay for expenses and for profit. Business owners must get comfortable with money, earning and spending it.

- 67 What is "money" to you?
 - 68 How do you feel about money?
 - 69 How do you feel about having your fee or "price" on display?
 - 70 How do you feel about charging others for helping them?
 - 71 How do you feel today about the amount you charge?
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72 How do you feel about raising your fees?

73 How do you feel about giving discounts to those who ask?

74 How do you chase-up payments?

75 What is your cancellation fee?

76 How do you prioritise profit?

77 How do you budget for your business?

78 How do you keep receipts handy for the tax man?

- 79 What is your long term financial goal?
- 80 What is your short term financial goal?
- 81 What is your long term financial plan?
- 82 What is your short term financial plan?
- 83 How do you feel today about the amount of your annual earnings?
- 84 How much do you need to earn to provide for yourself and your family?
- 85 What would be an incredible annual salary for you and what would it allow you to do?
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Self-Belief

Being a business owner, you are at the heart of your business.

Without you (and your team) there is no business! Being fundamental to your operation, you must keep yourself well looked after emotionally and psychically.

86 How important is your time?

87 How important is your energy?

88 How do you dress the part to meet clients?

89 How do you feel about filming or taking photos of yourself?

90 How would you dress to feel the most comfortable and confident?

91 How do you remind yourself that you do important work?

92 How would you know you were struggling?

93 What would help you when your struggling?

94 What kind of advice do you often need?

95 How do you feel about making mistakes?

96 How do you feel about a set back?

97 What would help you keep going?

Provide Society

Business is about asking yourself questions, making plans, taking action, getting things “wrong”, getting things “right” and doing it all over again.

Keep reflecting, making plans, taking action and providing for others!

I'm here to help you with business training and coaching!

Stay in touch,

All the best,
Vily



info@providesociety.com

www.providesociety.com
