



Basic Business Principles

Lesson 2: Interviewing Success

Directions: After completing the Starting your own Business worksheet, conduct an interview with a local business owner that has created his/her own business. You can either interview the owner in person, over the telephone or via email. Before contacting the owner develop a list of interview questions you plan on asking. Some of these might include:

- What made you decide to start a business of your own?
- What were some obstacles you experienced in the start-up process?
- How did you acquire funding for your operation?
- What were some of the major risks you experienced when starting your own business?
- What marketing strategies do you utilize?
- What is some advice you would offer to someone in my position wanting to start a business of my own?

Do not feel limited to asking only these questions. Be creative and create some additional questions of your own. Be sure to identify yourself and your purpose in conducting the interview when you initially contact the business owner you choose. After completing the interview, write a formal report on your findings. Create a 5-10 minute presentation for your peers outlining what you have found.