

CONVERSATION STARTERS

**What tool, app
or system saves
your life as a
small business
owner?**

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**What's the best
(or worst) piece
of business
advice you've
ever received?**

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**How do you
nurture a
community
(your customers)
within your
business?**

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**What is the
hardest lesson
you've learnt
so far?**

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Have you done any marketing within the local area? What was it and what has worked?

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**How do you
balance your
personal life and
your business?**

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What's one main goal you've set, or something you're excited about this year?

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**What's one
small win you're
celebrating right
now?**

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**When you've had
a quiet season
in business –
what strategies
have you tried or
implemented to
improve visibility
or sales?**

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When it comes to content and social media, what's working, what's holding you back and what are some new things you're trying?

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**What do you
do when
motivation is
low or doubt
creeps in?**

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What are your main sales channels?

Online, Markets,
Social Media?

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**Have you
organically
promoted
your business
within relevant
facebook
communities?**

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**How do you
nurture your
email list and
stand out from
other emails
they may be
receiving?**

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How do you manage your finances?

Do you DIY, outsource, or a bit of both?

What's one financial tool or habit that's made you feel confident?

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**SEO can feel
really daunting,
have you
found a way
to implement
it into your
website?**

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**Have you ever
had a mentor?
What did you
learn?**

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**How are you
using AI in your
business?**

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**How do you ask
for or encourage
reviews for your
business?**

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What's one thing you do to create a great customer experience - and why does it matter to your brand?

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**Are you paying
yourself yet?
If not, what
support do you
need to do that?**

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