Thank you for downloading the interview questions – sometimes just a plain working document is easier than a form on a website isn’t it? The following questions are the ones you’ll find on the interview page, so feel free to write the answers you like, and copy paste them in the corresponding form once you are ready. And in case you forgot it happens right there: <https://impactified.com/my-account>

*Gentle reminder: you have three weeks to fill that questionnaire, starting from the date of purchase. After that your access will be closed, so make the most of it!*

1. Name of the interviewee
2. Website URL
3. Please introduce your business in a couple of sentences. What is the core value you create?
4. Tell us more about your scale and operations. Where are you based? How do you operate? Do you have a team?
5. So, what problem do you solve out there?
6. What solution do you bring?
7. How is that solution different from existing market solutions?
8. Has your business made an impact out there that you're particularly proud of?
9. What stage of your development have you reached? What can you tell us about the next steps? Anything exciting?
10. Thinking backwards, what was the most obvious challenge you had to overcome when you started that business? Positioning? Product development? Business plan writing? Feel free to go wild…
11. And the least obvious?
12. What does it take to be a business-owner these days?
13. Would you share tips as to how you manage to deal with the hurdles of being an entrepreneur? (Any routines or hacks worth sharing? Have you ever used business coaching? What did you learn from that?)
14. Have you read any good book on business recently? What was the main takeaway?

1. Do you happen to listen to any podcasts you'd like to share?
2. Wrapping up - how can people reach you? Anything else you'd like to share? This is your chance to go wild, go for it!