



BUSINESS BY REFERRAL BOOTCAMP

# My Starting Point

**Know Your Starting Point:** Take a moment to think about the questions below and come prepared to discuss on Day 1!

Why did you start this business?

Describe your best customer?

What problems do you solve?

What products/services do you sell?

What aspect of your business gives you the most pleasure and the most profit?

What do YOU do, that your customers most want, that your COMPETITORS cannot provide?

What does your business look like 5 years from now?

What are your company's revenue goals for this year?

Does that represent an *increase* over last year? What percentage?