

21 Powerful Questions to Build your Business (Plus 3 Powerful Actions)

Quality outcomes in our life & business will often depend on the type of questions we ask. The power in the question is found in the inquiry, which follows an impactful question. For example, “why me?” is not nearly as powerful as “what happened?” or “what can I learn from this?” Be mindful that each powerful question is a unique key, which opens particular doors to specific areas of growth & opportunity.

These 21 questions are only a few among an unlimited array of questions, but are a good place to start:

1. Why am I in business? Why do I do what I do?
2. What are the core values that drive my business and my business decisions?
3. What is unique about my value proposition to the market? Where is the value found?
4. How do I succinctly communicate my value proposition (in 20 words or less).
5. What are my customer’s problems, fears & pain?
6. Where do my customers hang out? (social media, groups & associations).
7. How can I add more value... make it better?
8. Who can help me?
9. Do I have the right people around me... are they contributing in an optimum manner?
10. Am I in my “passion zone”, doing what I love?
11. What is the silent message I’m projecting? (dress, location, communication, marketing, etc.)
12. What opportunities am I not seeing... afraid of?
13. What have my failures taught me?
14. What have my successes taught me?
15. Where am I “stuck”?
16. What fears are stopping me?
17. What is my intuition (gut) trying to tell me?
18. What do you love that you would like to do MORE of?
19. What do you dislike that you would like to do LESS of?
20. Where do I want to be in 1 year... 5 years... 10 years and beyond.
21. What is my exit strategy / succession plan?

Focused intention, catalyzed by action is immensely powerful. Similar to what it takes to move a rocket beyond the gravitational pull, we must take massive action in the direction of our goal to break free of the gravity of inertia. Here are 3 very powerful actions you can take to build your business:

1. Take a piece of paper and line 3 columns titled “My Gifts & Talents”, “My Passions”, My Opportunities”. Under each, list as many as you can... listen to your gut. Look for areas where the 3 converge or areas that are common and it is there where your “passion zone” may be. Try to spend more time in this place.
2. List the top 3-5 outcomes you wish to create within the next 12 months. Then note 3-5 actions required to manifest each outcome. Monitor progress weekly & make necessary adjustments to reach your destination.
3. Nurture your mind, body & spirit; read (or listen) to one book per month, spend 30 minutes or more daily in exercise & connect deeply with your source of inspiration.