



# 20 questions workbook

FROM THESTORYOFTELLING.COM



*the* STORY of TELLING

# Why start with the questions?

We've become really good at looking for answers. So good in fact, that we get close to asking a billion questions a day in Google search.

Yet as leaders, busy business owners and idea creators, we struggle to find time to ask really important questions of ourselves. The best ideas, products, services and movements are launched as a result of understanding the reasons why they need to exist and why people should care that they do.

Here then, are questions worth taking the time to answer before launching your idea.











## Who is it for?

BRAINSTORMING

A large vertical grey rectangular area for brainstorming.



A series of horizontal lines for writing answers.

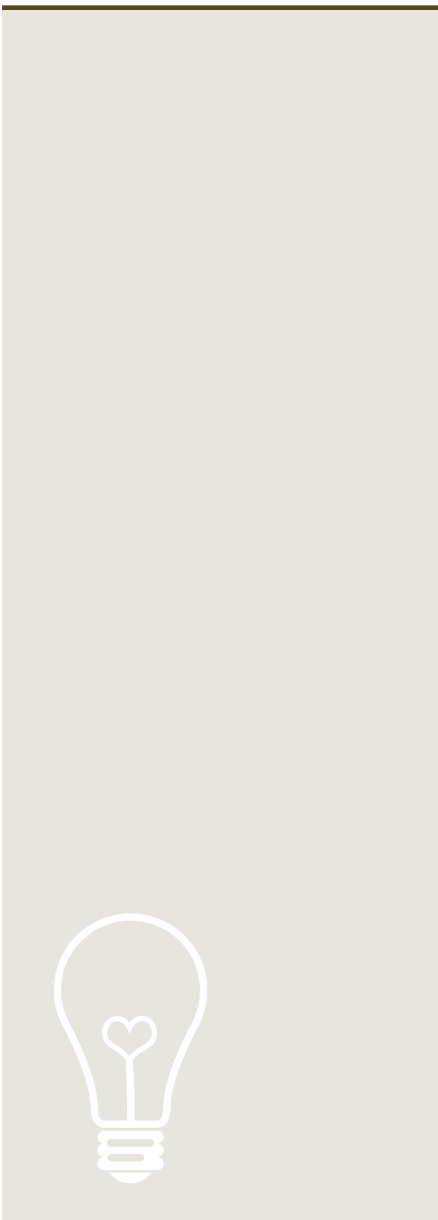






# What do the people I hope to serve want?

BRAINSTORMING



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

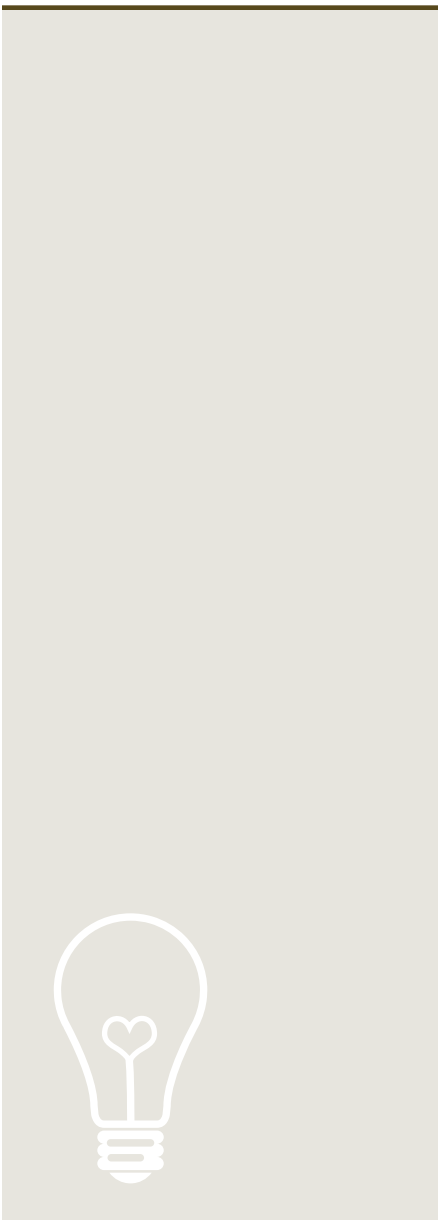
---





# What will customers say to their friends to recommend this product or service?

BRAINSTORMING



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

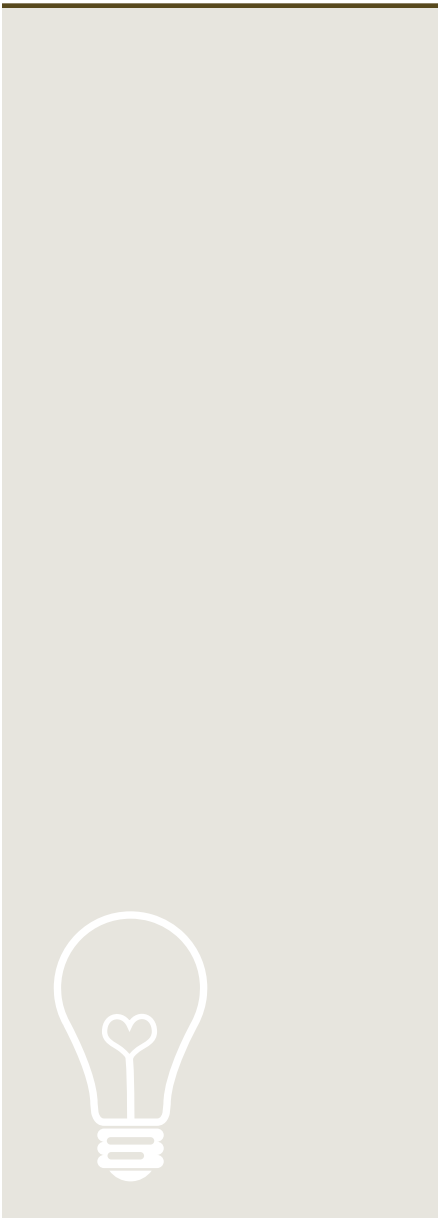
---

---

---

# What am I really selling beyond the utility of the product or service?

BRAINSTORMING



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

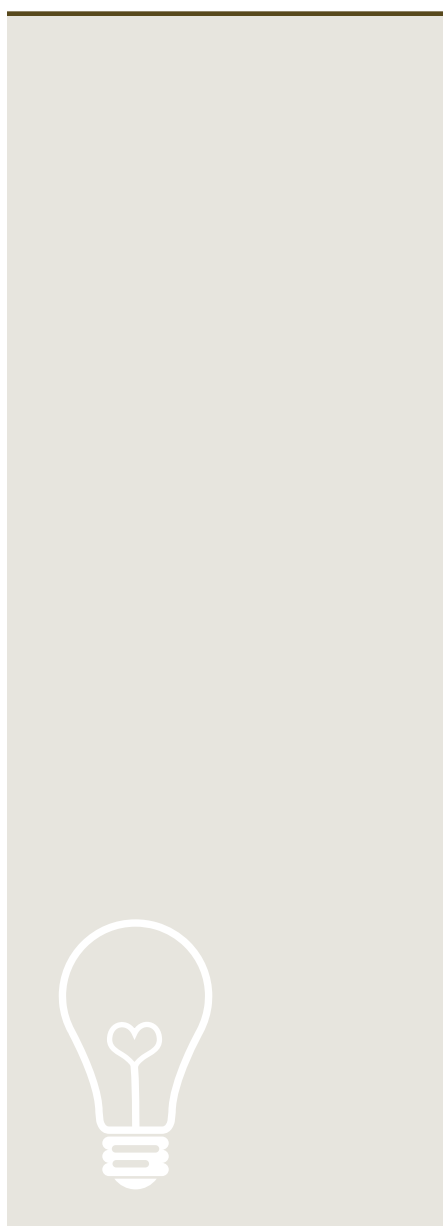
---

---



# What happens because my business or project exists?

BRAINSTORMING



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

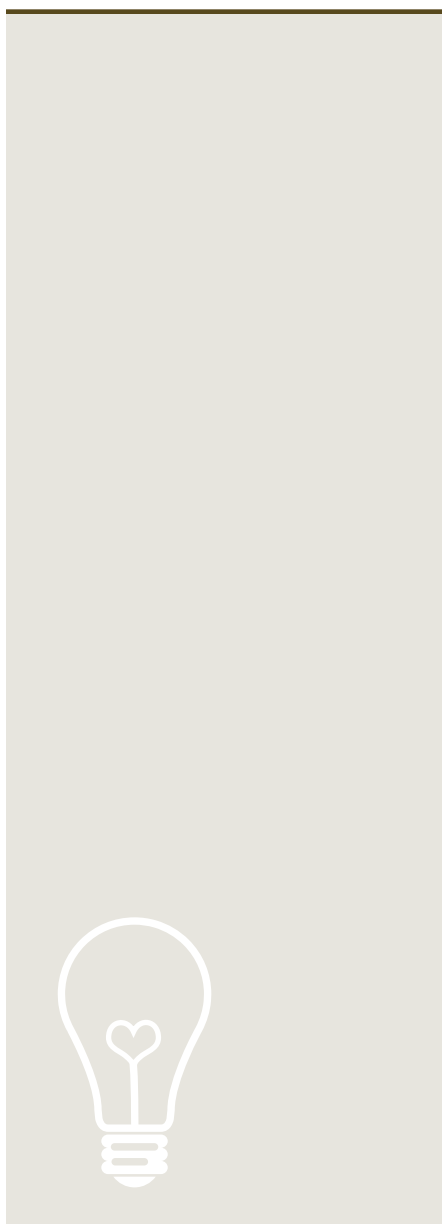
---

---

---

# How will people find me?

BRAINSTORMING



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

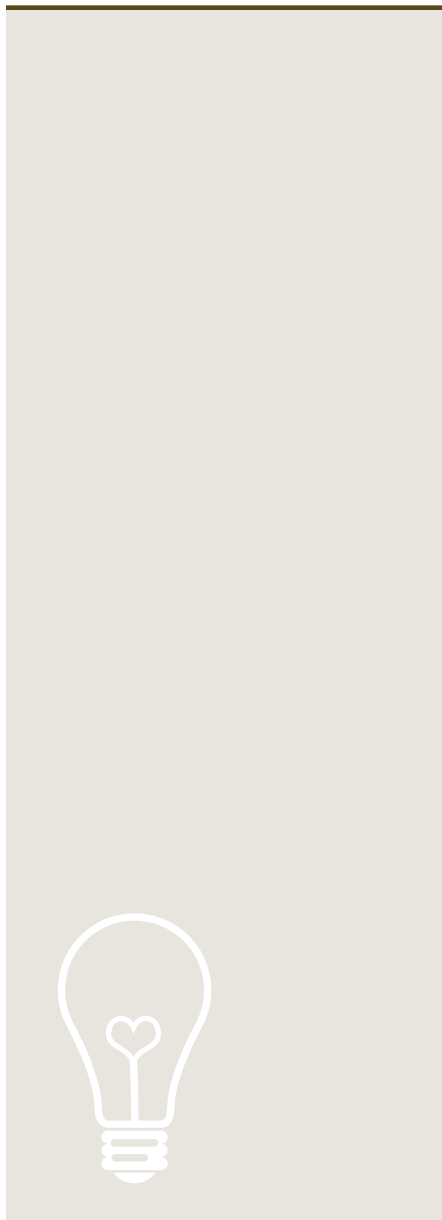
---





# What weakness might get in the way if I don't address it?

BRAINSTORMING



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---







