20 questions workbook

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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.

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Why am I doing this?

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Why am I the person to do it?

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Why is now the time to start?

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What problem am I solving?

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Who is it for?

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Why will they care?

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What do the people I hope to serve want?

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What do they believe?

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What do they do—where, when, why and with whom?

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

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

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How can I add more value?

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What happens because my business or project exists?

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How will people find me?

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What's my greatest strength?

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

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What does success look like, today, this year, next and five years from now?

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What do I value?

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What promises do I want to make and keep?

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What's my difference?

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