

# Interview Questions

## *Plan It! Do It! Love It!* By Sherry B. Jordan

1. The subtitle of your book is intriguing: ***Be Outrageously Successful Living the Small Business Lifestyle***. What exactly do you mean by "...living the small business lifestyle?"
2. You say that the most successful small business owners must have three things in place. What are they? (Balance between business, personal life, values and priorities.)
3. In ***Plan It! Do It! Love It!***, you mention that many of the challenges that come up in small businesses are similar to what comes up in personal relationships. What are they specifically?
4. There are keys to a successful small business life, and life style, that extend beyond the right product, the right price, and the right markets. What are those keys?
5. A lot of people have trouble keeping their work lives and their personal lives separate. Do you think it's important that they do, or in our fast-paced world is that just not realistic?
6. If having boundaries between work life and personal life is important, how do we do that? What specific tips do you recommend?
7. Your book is divided into three parts. What does the **Plan It!** part consist of?
8. The second part is **Do It!** What needs to be done in this portion?
9. And finally, **Love It!** What do you mean by that?
10. A lot of people experience stress, especially when just getting their business off the ground. What do you recommend for relieving or dealing with this kind of stress?
11. What are the common mistakes you see small business owners making...those just starting out and those who have been in business for five years or more?
12. What is your advice to young people these days? Should high school kids go to college? Are college graduates having trouble landing a job? What is the path for a young adult that starts a small business rather than going to college? What do they need? What about a mentor?
13. What is your advice for those who are sick of the corporate rat race and they want to start their own business? What should they do first?
14. And what about those who want an "encore career". People who are retiring from their "regular jobs" and now want to pursue their passion?