

# **SELF-EMPLOYMENT ASSESSMENT QUESTIONNAIRE**

Applicant Name:

Date:

***People might not get all they work for in this world, but they must certainly work for all they get.***

- Frederick Douglass



## **B. The Market / Customers**

1. Please explain who needs your service or product and why?
2. Who is your target customer?
3. What is the size of the market you wish to sell to?
4. What would make a customer want to choose your product or service over other choices available?
5. Have you interviewed potential customers? What has been the response?







## F. Informational Interviews

*I not only use all the brains that I have, but all that I can borrow.*

- Woodrow Wilson

“Learning from the mistakes of others” is especially vital in the unforgiving world of small business ventures. Therefore, we require all Self-Employment applicants to conduct at least **three** informational interviews with successful entrepreneurs in a similar or related business as your own. A *suggested* information interview format follows:

Name and position of person interviewed:

Date interviewed:

Business:

Nature of business:

Date business established:

1. What made you go into business for yourself?
2. What was hard about it?
3. What was surprising about it?
4. What do you really enjoy about having your own business?
5. What skills are needed to successfully operate a business?
6. What advice would you give to a person wanting to start their own business?