

## Story Starter Questionnaire

*When writing for someone else, weave in their personal details to make it authentic. Gather background information and anecdotes from your subject.*

1. What are you most proud of?
2. Who are your role models or mentors?
3. What was your first job?
4. Describe a situation that you wish had gone differently.
5. Do you collect anything? What's a favorite souvenir, and where did you buy it?
6. Favorite authors or speakers?
7. Do you have a favorite quote? A favorite word?
8. What competitors or companies do you admire and why?
9. What's your favorite movie, book or podcast? Why are they your favorite?
10. Describe a memorable life experience.
11. What are the most surprising trends in our industry or in other industries?
12. What is your decision- making process?
13. What attribute is most important to be successful?
14. What's your favorite way to spend your time and why?
15. What's the biggest risk you've ever taken?
16. Name a personal pet peeve and a work-related pet peeve.
17. Where did you grow up? What did you like about it?
18. You're stranded on an island. What three items or entertainment will you miss?
19. What advice would you give your younger self?
20. Any funny stories/anecdotes?

