GUEST SPEAKER OVERVIEW

During most lessons in the Hustle USA 101 curriculum, a volunteer guest speaker will visit to share their experiences and expertise with the program participants to help the participants better understand the course concepts and material. To accomplish these goals, the lead volunteer facilitator will perform a prepared Q&A with the guest speaker.

The interview questions will be related to the workshop topic of the lesson and will provide the guest speaker the opportunity to share their business story, explain how to start/grow a successful business, and share how the guest speaker uses their business/work to be a blessing to others. After the prepared Q&A questions are complete, the lead volunteer facilitator will allow the program participants to ask the guest speaker questions of their own. The entire Q&A session usually lasts 20-30 minutes.

The Hustle USA 101 curriculum does NOT require a guest speaker for lessons 1 - 4. Hustle USA will provide a guest speaker for lesson 6, as it requires a past Hustle USA 101 graduate. The Hustle USA partner is primarily responsible for recruiting volunteer guest speakers for the remaining lessons. Hustle USA will also attempt to recruit volunteer guest speakers, but cannot guarantee recruitment.

The following pages break down the specific guest speaking needs for each lesson, including a list of the interview questions the guest speaker will be asked during their time with the cohort.

LESSON #5: RESTORATIVE HUSTLING & THE BENEFITS OF BUSINESS

HOW TO KEEP MORE OF YOUR HARD-EARNED MONEY

Guest Speaker Purpose: 1

- Explain the financial benefits of owning a business

Guest Speaker Qualification(s):

- Tax expert or business owner

Interview Questions:

1. How can I use the tax laws to keep more of my business income?
2. Which records should I be keeping and how long should I be keeping them?
3. Do I need a separate bank account for my business expenses?
4. Who should I be consulting with to keep more of my money?

LESSON #6: THE RESTORATIVE HUSTLER'S CANVAS (RHC)

THE IMPORTANCE OF USING AN RHC

Guest Speaker Purpose:

- Explain the importance of using the RHC and how the RHC helped you in your business

Guest Speaker Qualification(s):

- Hustle USA 101 graduate

Interview Questions:

1. What is your business? How did you get started? What do you love most about what you do?
2. What was your business like before you came to Hustle USA and started using the RHC?
3. What struggles did you have with your business?
4. What was the most important turning point in your business?
5. How did Hustle USA help prepare you to launch or grow your business?
6. How did you use the RHC to improve your business?
7. How are you being a Restorative Hustler? (restoring yourself, family, and community through your business)
8. If you could give one piece of advice to our entrepreneurs, what would it be?

LESSON #7: THE OFFERING

UNDERSTANDING THE VALUE PROPOSITION

Guest Speaker Purpose:

- Tell the story of how you crafted your value proposition and how you actively use it to drive the work in your business

Guest Speaker Qualification(s):

- Business owner; ideally has been involved in start-ups

Interview Questions:

1. What is your business? How did you get started? What do you love most about what you do?
2. What is your value proposition? What problem are you trying to solve with your business?
3. How did you figure out your value proposition?
4. How do you practically use your value proposition in your business?
5. What was the most important turning point in your business?
6. How are you being a Restorative Hustler? (restoring yourself, family, and community through your business)
7. If you could give one piece of advice to our entrepreneurs, what would it be?

LESSON #8: UNDERSTANDING YOUR CUSTOMERS

IDENTIFYING YOUR IDEAL CUSTOMER

Guest Speaker Purpose:

- Explain how to identify your ideal customer(s) and why it's important
- Explain how to create a minimally viable product (MVP) and why it's important

Guest Speaker Qualifications:

- Business owner or someone who can speak on the experience of developing customer profiles and the experience of developing an MVP
- Sales/marketing expertise

Interview Questions:

1. What is your business? How did you get started? What do you love most about what you do?
2. What was your original MVP?
3. How did you test and get feedback on your MVP?
4. What did you learn after testing your MVP? How did you adjust your business?
5. When you first started, how did you identify who your ideal customer(s) is? How did your customer segments evolve over time?
6. How does identifying your ideal customer(s) help you in your business? Why is everyone not your customer?
7. What was the most important turning point in your business?
8. How are you being a Restorative Hustler? (restoring yourself, family, and community through your business)
9. If you could give one piece of advice to our entrepreneurs, what would it be?

LESSON #9: RELATIONSHIPS & CHANNELS

DEVELOPING CUSTOMER RELATIONSHIPS AND SALES CHANNELS THAT WORK FOR MY BUSINESS

Guest Speaker Purpose:

- Explain the process of how you develop customer relationships and sales channels that work for your business and customers

Guest Speaker Qualification(s):

- Business owner or someone who can speak on the experience of developing customer relationships and sales channels for a business
- Sales/marketing expertise

Interview Questions:

1. What is your business? How did you get started? What do you love most about what you do?
2. How did you use groups or networks of people to build relationships with your customers?
3. How do you maintain relationships with your customers?
4. How did you identify the best sales channels for your business when you first started out?
5. How do you develop your sales channels to make them more effective?
6. What was the most important turning point in your business?
7. How are you being a Restorative Hustler? (restoring yourself, family, and community through your business)
8. If you could give one piece of advice to our entrepreneurs, what would it be?

LESSON #10: INFRASTRUCTURE

UNDERSTANDING YOUR KEY ACTIVITIES, KEY RESOURCES, & KEY PARTNERSHIPS

Guest Speaker Purpose:

- Explain how you develop key activities, key resources, and key partnerships to build your business

Guest Speaker Qualification(s):

- Business owner
- Operations expertise

Interview Questions:

1. What is your business? How did you get started? What do you love most about what you do?
2. How do you prioritize the key activities in your business?
3. What are the unique key resources in your business? Why are these resources key for your business?
4. How do you identify the right partnerships for your business? What are your criteria or what are you looking for in a partner?
5. What was the most important turning point in your business?
6. How are you being a Restorative Hustler? (restoring yourself, family, and community through your business)
7. If you could give one piece of advice to our entrepreneurs, what would it be?

LESSON #11: ACCOUNTING FOR GROWTH

UNDERSTANDING YOUR BUSINESS FINANCIALS

Guest Speaker Purpose:

- Explain how you understand your financials and how you use financial information to inform your business decisions

Guest Speaker Qualification(s):

- Business owner or someone with a finance background

Interview Questions:

1. What is your business? How did you get started? What do you love most about what you do?
2. How did you figure out your business costs?
3. What do you wish you had done differently?
4. How often do you look at your financials? How do you use your financials to make business decisions?
5. What was the most important turning point in your business?
6. How are you being a Restorative Hustler? (restoring yourself, family, and community through your business)
7. If you could give one piece of advice to our entrepreneurs, what would it be?