

# SMART BUSINESS, STUPID BUSINESS



## **Questions and Interview Topics for Diane Kennedy CPA and Megan Hughes Authors of Smart Business Stupid Business**

1. What motivated you to write this book?
2. Is it really a good time to start a business in this current economy?
3. What is difference between a smart business and a stupid business?
4. You talk about the 3 biggest risks to a business. What are the 3 and what can you do about them?
5. You've got some frightening statistics in your book. For example, businesses experience over \$500 billion of employee theft per year. Is that right? What can you do about it?
6. What's the difference between working in your business and working on your business? What are the first steps to get going in the right direction?
7. You talk about employee theft and embezzlement in the book. How big of a problem is this really? What can the average business owner do about it?
8. Why do you need to understand financial statements? Isn't that something your accountant should do for you?
9. How do you pick a good advisor?
10. How do you find good employees? How do you make sure you're still in control?