

Neighborhood Nursery Business Owner Interview Script

1. Name?
2. What kind of business do you operate?
 - Private Nursery
 - Garden design and/or landscaping service
 - Gardening classes/lessons
 - Something else
3. Do you operate from your home or a property adjacent to your home?
 - Yes
 - No
4. If yes, please tell me how you deal with privacy/safety concerns.
5. Do you have your address/location posted publicly online? Phone Number?
 - Yes
 - No
6. Do you have a:
 - Business website
 - Social media page
 - Other
 - None
7. Why or why not?
8. If yes, how often do you post/update information?
9. How do you publicize your business/sales?
10. Do you feel that method has been successful?
11. Is there any other advice or “words of wisdom” you would share with a new nursery owner, starting a small business out of her home/backyard garden?

Thank you so much for your time!