



# GET STARTED TELLING YOUR STORY!

Questions to spark your alpaca farm/business story

<b>Farm/business name:</b>	<b>When did you start your farm/business?</b>
<b>How did you come up with the name?</b>	
<b>Who are you? How would you describe yourself?</b>	
<b>How and why did you start your farm/business?</b>	
<b>Does your farm/business serve a particular purpose?</b>	
<b>What makes your farm/business unique?</b>	
<b>What made you decide to raise alpacas?</b>	
<b>What are your favorite aspects of alpaca ownership?</b>	
<b>What is the story behind your favorite alpaca products?</b>	
<b>How has your farm/business helped you and your family?</b>	
<b>How are your family/friends involved in the farm/business?</b>	
<b>Who are your customers?</b>	
<b>Describe a time when a customer fell in love with your farm, alpacas, or products:</b>	
<b>What do you wish your customers understood better about your farm/business?</b>	
<b>Describe your greatest farm/business learning experience:</b>	

