

# Guidance for the first meeting with the business owner

## Purpose

The first meeting is about understanding the business's situation, building a good relationship, and agreeing on how you can work together in the best way. This is where you decide together what should be prioritised and how to achieve it within a realistic timeframe.

## 1. Introduction and trust

- Introduce yourself and the project briefly.
- Take your time – the first meeting is just as much about building a relationship as it is about discussing tasks.
- Listen actively: show that you understand the business owner by repeating and confirming ("So what I hear is...").
- Use a calm tone, avoid technical jargon, and check regularly that you understand each other.
- If there are many interruptions or the owner seems very busy, schedule a new meeting instead of forcing the conversation.
- Remember, the project is win-win – the business owner gets a stronger digital presence, and you get a concrete task that builds your experience and gives you a reference for your CV.

## 2. Understand the business

Questions you can ask:

- What does the business do?
- Who are the customers?
- What works well today?
- What challenges do they experience when trying to find customers online?

## 3. Map the digital presence

Check together:

- Does the business have a profile on Google (Google Maps)?
- Does it have a Facebook page, Instagram, Trustpilot, or a website?
- Who has the passwords to these accounts?
- When was the last time something was posted?



#### 4. What can be improved?

Write down 2–3 areas where you can make a difference.

Examples:

- Create a Google My Business profile
- Take new photos
- Create a Facebook or Instagram page
- Prepare social media posts
- Create a website (in collaboration with HackYourFuture)
- Set up a system for asking customers for reviews

#### 5. Agree on expectations and timeline

Align expectations:

- How much time can the business owner dedicate each week?
- Where will you meet – in person or online?
- How often (once or twice a week)?
- What time of day works best?
- How long should the project last (e.g., 4 weeks)?
- When should the first results be ready?

Create a simple plan together with 3–5 priority tasks and estimate how long each task will take.

#### 6. Example of a prioritisation table

| Task                              | Responsible             | Estimated time | Deadline | Status |
|-----------------------------------|-------------------------|----------------|----------|--------|
| Create Google My Business profile | Volunteer + owner       | 1 hour         | 10 May   |        |
| New photos of the shop            | Volunteer + owner       | 1 day          | 12 May   |        |
| Facebook page and 10 posts        | Volunteer               | 3 hours        | 18 May   |        |
| Website (HYF collaboration)       | HYF + Volunteer + owner | 2 weeks        | 1 June   |        |



## 7. Wrap-up and next steps

- Summarise the agreements together.
- Ask how they felt about the meeting.
- Schedule the next meeting: date, time, and format (online/in-person).
- Consider sending a short summary on WhatsApp or email so you both have an overview.

## 8. Remember: It's win-win

The project is based on both parties learning something valuable:

- **The business owner**  
Gets a stronger digital presence that can help them reach more customers and strengthen their business.
- **You as a volunteer**  
Get the chance to work on a real case, use your digital skills in practice, and obtain a reference for your CV.

It is a collaboration where you both grow professionally, personally, and culturally.

