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GrowBIG AI is your personal business development coach—trained on everything we teach at Bunnell Idea Group. Ask it anything, and it'll respond like we would: clear, practical, and built to help you grow.

→ **Access GrowBIG AI for free here**

How to use this list
→ Browse by category, or search for a topic you're focused on today
→ Copy/paste any question into GrowBIG AI, or tweak to fit your style
→ Ask follow-ups to go deeper—it's built to think like a coach
→ Use these questions to prep, follow up, coach others, or reflect

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Key Concepts to Help You Grow

Are you new to Bunnell Idea Group and our teachings? Here is some of the language you might see in GrowBIG AI's responses and in these sample prompts.

This list covers some of the most important concepts you'll need to know to be successful at relationship development.

1. **Protemoi** – Your top client and prospect relationships, based on mutual long-term value potential. Protemoi is a Greek word that roughly means 'first among equals' or 'first in order.' Think of your Protemoi People as your most important relationships.

2. **Give to Get** – A small, no-pressure sample of your expertise that builds trust and earns the right to go deeper. Give to Gets are one of your most important tools to deepen relationships in a way that also creates demand for your expertise.

3. **Gravitas Questions** – Thoughtful, unexpected questions that uncover what really matters to your client. Great questions give you a triple win: they are enjoyable to answer, highly correlate to the person answering to liking you and allow you to learn unique information you can use to highly tailor your solutions to what the client actually needs.

4. **MITs (Most Important Things)** – The 3 actions each week that will move your BD efforts forward the most. Doing 3 MITs a week is enough to keep your BD momentum going. They satisfy three criteria that spell BIG: They have **B**ig impact, are **I**n your control and are **G**rowth oriented.

5. **BD (Business Development)** – Any action that helps you build relationships and grow your practice—beyond just sales.

For a much more comprehensive overview, grab our latest book *Give to Grow*.

How to Use it to Develop Habits and Skills

This is all about building consistency and mastering the fundamentals of business development. Here are some example prompts to guide your growth:

6. What's one small, daily habit I can start today to improve my business development skills over time?

7. I can't think of ways to reach out to my most important relationships without feeling sale-y. Give me a broad list of ideas to add value to my Protemoi List?

8. I'm afraid I don't know what I don't know. Can you ask me some questions to find one BD skill I haven't yet developed? Then we can choose a skill and make a plan to develop it.

9. How can I use the 'Think Big, Start Small, Scale Up' framework to tackle a challenging BD goal?

10. I want to offer a Give to Get to a prospect or client this week to add value and build trust. Ask me some questions to choose the right one.

11. How can I gamify my BD efforts to make them more fun and engaging?

12. What's one way I can use my natural strengths to stand out in business development? Ask me questions so I can zero in on the best strength.

13. How can I carve out 30 minutes each week to reflect on my BD progress and adjust my strategy?

14. What's your favorite book, podcast, or resource I can dive into this month to sharpen my BD skills?

15. How can I use you to track my progress and stay accountable to my BD goals?

16. I’m pretty hard on myself and only seem to celebrate the big wins when I get them. What’s one way I can celebrate small wins in BD to keep myself motivated?

17. How can I leverage feedback from colleagues or mentors to improve my BD approach?

18. Can you summarize episodes of *Real Relationships Real Revenue* for me, highlighting key takeaways and how I can apply them to my business development efforts? I’m interested in the interview with Atomic Habits author James Clear.

19. How can I identify and select the right Most Important Things (MITs) to focus on in my business development efforts?

20. Can you help me stay accountable to my business development goals and habits?

21. What are the top three personal habits I should develop to be successful at business development?

22. What are the key skills I need to build to become excellent at business development?

23. How can I create a new habit and make sure it sticks over time?

24. I'm new to business development. How should I get started?

25. How can I build strong relationships with potential clients without coming across as cheesy, salesy, pushy, or annoying?

26. What are common mistakes I should avoid when doing business development?

27. Can you ask me questions to determine where I need focus in building my BD skills, then build a plan with me to do it?

28. Can you ask me questions to determine where my team needs to focus in building their BD skills, then build a plan with me for us to do it?

How to Use it to Prepare for Important Meetings

Preparation is everything. These prompts will help you walk into every meeting with confidence and clarity:

1. Can you help me determine the single most important outcome I want to achieve in this meeting?

2. What are 3 insightful questions I can ask to uncover the client's needs and priorities? Ask me questions you need from me to understand the context. Then we can come up with these together.

3. How can I tailor my Give to Get offer to align with the client's specific challenges?

4. Our firm is way too oriented on talking through long PowerPoints in meetings. Can you help me guide my team (and me!) through making the client feel heard and valued during the meeting?

5. How can I determine my client's biggest priority, and how can I position myself as the solution if there's a fit?

6. How can I use storytelling to make my ideas more compelling and memorable?

7. I have an important meeting coming up. What's the best way to credentialize myself without coming across as bragging?

8. How can I anticipate and prepare for potential objections or concerns in a big meeting I have coming up?

9. What's one way I can make the meeting interactive and engaging for the client?

10. How can I use the Protemoi List to prioritize my prep time for this meeting?

11. What's one way I can follow up immediately after the meeting to reinforce its impact and the fact my prospect should keep talking to us? I want to think of some ideas BEFORE the meeting so that I can offer these live if it makes sense.

12. How can I use you to simulate the meeting and practice my responses to tough questions?

13. Can you guide me through a dynamic meeting prep process to help me feel confident and prepared going into a client or prospect meeting?

14. What are some smart investments I can make, like sharing valuable ideas or resources, to increase the chances of turning a first meeting into a second one?

15. Can you walk me through the Whole Brain Walkaround so I can think through a client challenge from every angle?

16. How do I move out of the "friend zone" with someone who knows and likes me, but has never actually hired us?

17. I almost always over-index to talking about my expertise in meetings. I want to get better at connecting as a person. How can I do that for an upcoming meeting? Ask me as many questions as you need to give me great advice.

How to Use it to Follow-Up After Meetings and Keep Relationships Warm

The magic happens in the follow-up. These prompts will help you nurture relationships and stay relevant:

1. What's one thoughtful article, resource, or introduction I can share with this client to add value? Ask me as many questions as you need to give me specific ideas.

2. How can I use the 80/20 rule to focus my follow-up efforts on the most impactful relationships? I want to follow up with the best ideas because I'm super slammed right now.

3. What's one way I can personalize my follow-up to make it more meaningful?

4. How can I use you to track follow-up actions and ensure nothing falls through the cracks?

5. What's one way I can use social media to stay visible and relevant to my network?

6. How can I create a system to regularly check in with my top clients and prospects?

"What's one way I can use storytelling in my follow-up to make it more engaging?

7. How can I use the Protemoi List to prioritize my follow-up efforts?

8. What's one way I can turn a follow-up into a Give to Get opportunity?"

9. How can I use you to analyze past interactions and identify the best way to reengage a quiet client?

10. What's one way I can celebrate a client's success to strengthen our relationship? We got a great result for them in our past work and I want to double down on the relationship!

11. How can I use you to craft personalized, impactful follow-up emails in under 50 words? That seems hard.

12. What should I do when someone has gone dark on me and stopped responding?

13. How many times should I follow up with someone before moving on?

14. How soon is too soon to follow up after a meeting or email?

15. Can you help me decide what to say, and when, when crafting a follow-up message?

16. We gave a great pitch but want to stay in touch. What ideas do you have to help us do this without coming across as a weirdo stalker?

How to Use it to Scale Across Your Team

Getting your whole team aligned and firing on all cylinders is the ultimate goal. These prompts will help you scale your efforts:

1. What's one way I can create a common language and approach to BD across my team?

2. How can I use you to identify the team's strengths and areas for improvement in BD?

3. What's one way I can gamify BD efforts to make them more engaging for the team? I'm worried we're slowing down with our outreach.

4. How can I use the Protemoi List concept to help the team prioritize their efforts?

5. Help me with an agenda for a client team offsite? I want it to be dynamic, inspiring and focused on growth. Ask me whatever you need to do your best work.

6. What's one way I can share success stories to inspire and motivate the team?

7. How can I use you to help my team track progress and celebrate our BD incremental progress and wins?

8. What's one way I can integrate BD training into our regular team meetings?

9. How can I use you to provide personalized coaching and feedback to team members?

10. What's one way I can align the team's BD goals with the firm's broader strategy?

11. How can I use you to choose the practical actions we should take to get better at cross selling?

12. What's one way I can foster collaboration and idea-sharing among team members?

13. Our team needs to stay in better touch with partners across our firm that can refer business to us. Ask me whatever questions you need for me and you to develop a multi-month strategy on this. It's our most important priority.

14. How can I use you to simulate client scenarios and practice BD skills as a team?

15. How can I encourage my team to cross-sell and cross-serve more effectively across our service areas?

16. Please help me prepare for a big offsite meeting with my team or clients, including setting goals and building the agenda? Ask me whatever you need to do your best work. This is important.

17. How can my team design a compelling Give to Get that's valuable and encourages potential clients to take the next step?

18. What are some ways I can get more people on my team involved in business development activities? We have a small percentage of people doing most of the BD activities and that won't let us grow like we need to.

19. How can I help my team leverage relationships that other partners or colleagues in the firm already have?

20. How can I motivate my team to genuinely want to improve their business development skills and results?

21. Our team needs to spend more time out in the market. What are the best ways I can lead and inspire them to do so? They say they're too busy, but I lead the team and deliver work and I'm finding the time, so I know it's possible. I think the issue is that BD is uncomfortable, so we need to somehow make it more comfortable. Please help me.