The information on this page will enable me to ask you questions surrounding the interview topic you shared on our booking form.

Our goal is to position you as an educator, advocate, and trusted advisor in the hearts and minds of prospective clients when looking for a professional to solve their problems. That way, you'll have a powerful resource (i.e., your show) to attract new clients.

If you wish, and so you're prepared, write some quick bullet point insights *(beneath each question)* that you will expand on when you come onto the show.

Remember, the call is pre-recorded, not live, so in the unlikely event that you forget what to say, we can edit those points out and still make you sound great!

There's no need to send us your answers. However, print them out or open them on your PC/Mac for your show. They'll help you keep on track.

**Interview Duration**

Interviews are typically 40 minutes, plus 5 minutes before we start and 5 minutes after the show, so set aside approximately 50 minutes. If you know you're a talker, then 60 minutes 😊

**UK Guests: (0113) 815-2000**

**USA Guests: (646) 233-3030
Please Call At The Exact Prearranged Time!**


Stewart Andrew Alexander

Radio Talk Show Host

**Recording Notice:**

*I, your\_full\_name, agree that by participating in this Impact Makers Radio interview, to allow Stewart Andrew Alexander and his publishing partners to record, publish, and disseminate this interview's content in digital and/or printed format for public distribution.*

**Legal Interview Disclaimer**

First, I’ll start your show by introducing you and letting the listeners know that anything you share during your interview is not legal advice or legal assistance. Then I’ll ask you to expand on what I said in your own words. Once you reply, we’ll jump straight into the questions below.

*--- Start of Interview Questions---*

**[01] Please briefly describe your company, the people you serve, and the situations they find themselves in when they come to you for help.***(Who do you help? You might be tempted to say, "I help anyone who…" but the truth is, when you try to speak to everyone, you lack conviction in your message. Your short answer should start with, "I help, We help, or Our Company Name helps…")*

\_\_\_\_\_\_\_\_

**[02] What's one of the most common misconceptions surrounding your industry?***(If this widespread misconception prevents people from looking further into your service, I can bring it up and allow you to wipe it out, thereby positioning you as a helpful educator and for their success. I know there are many myths; however, in the interest of time, please share only one example.)*

*TIP: There is a specific answer framework that, if you follow, will make it easier for you to provide the kind of answers that position you as an expert in your reader's mind, which is what we are looking to achieve. The answer framework looks like this:*

*- Acknowledge it as a misconception*

*- Explain why it's a justified misconception*

*- Explain why it’s not true*

\_\_\_\_\_\_\_\_

**[03] How do people benefit from knowing about / being aware of / your\_interview\_topic?**

*- Acknowledge it as a benefit*

*- Explain why the benefit is important*

*- Explain how your service provides this benefit*

\_\_\_\_\_\_\_\_

**[04] What's the most common fear people have about your\_interview\_topic? And how can they get past it?**

*- Acknowledge it as a fear*

*- Explain why it's a common/rational fear*

*- Explain how they can overcome the fear*

\_\_\_\_\_\_\_\_

**[05] When your\_interview\_topic, what is one unknown mistake/pitfall people should avoid, and how can that be avoided?***(These are the hidden or unsuspected dangers or difficulties they don't know exist but could encounter on their journey to their desired outcome. Briefly warn them of problems they are most likely to encounter and what they should do to avoid them.)*

*- Acknowledge it as a mistake/pitfall*

*- Explain why this is a mistake/pitfall*

*- Explain the consequences of this mistake/pitfall and how your service helps them to avoid it*

\_\_\_\_\_\_\_\_

**[06] Share 2-3 perceived obstacles that might prevent someone from seeking the help of a professional like you?***(Address some of the reasons your prospective clients could easily benefit from working with you but might choose not to. What are the most common reasons for them not taking that last extra step to work with you? E.g., Is it price? Time commitment? Still trying to decide if it would work for them. Think they could do it themselves? What would others think if they failed?*

*- Acknowledge it as an obstacle*

*- Explain why it's a common/rational obstacle*

*- Explain how they can overcome the obstacle*

\_\_\_\_\_\_\_\_

**[07] Please share ONE example of how you have helped someone** **overcome any obstacles you mentioned and succeeded in gaining the results they were looking for.**(*Unless you have permission to share names, keep client confidentiality in mind.)*

\_\_\_\_\_\_

**[08] Please tell us a little about your back story. What led/inspired you to become and do what you do today?***(A book, movie, a person, etc.)*

\_\_\_\_\_\_\_\_

**[09] When evaluating professionals in your field, what should people look for?***(Maybe mention typical signs to watch out for in their industry. Unqualified providers, with attractive low fees, Hidden fees buried in the small print of contracts, etc.)*

\_\_\_\_\_\_\_\_

**[10] How can the listener connect with you, and what happens when they do*?****(Explain your initial contact process so the listener knows there is no risk in taking the next step in reaching out to you.)*

*--- End of Interview Questions---*