



*Everything You Need to Create Winning Interviews
and Become Media Ready*

1. The Mental Game
2. Herding Cats
3. Put it in Writing
4. How Cold is too Cold?
5. Ready, Set, Go!
6. Behind the Scenes

7. If They Don't...

8. What next?

Extra! Extra!

26 Dynamic Questions To Get You Media and Interview Ready

1. Would you share a little bit about your personal journey and how it has led you to where you are today?
2. What does _____ mean and why is it important?
3. Have we all come here with a purpose or mission?
4. What is the #1 principle that has had a dramatic impact on your life and how can others use the same principle to achieve that type of result?
5. How can someone know if they are on the right path for themselves?
6. Are there any misconceptions or myths people have about _____?

7. _____ (Your Name), with all the clients you've helped, is there any common obstacle/roadblock that most people seem to be dealing with?

8. What is the name of this interview " _____ " and why is it so important in helping women/men/families/children _____?

9. Why do you have such a passion for helping others around the issue of _____?

10. Why is it so important to resolve our challenges with _____?

11. _____ (Your Name), I heard you have a fabulous program called _____.

12. Can you share the first step and tell us why it is so important?

13. Why is _____ so important/critical/necessary?

14. _____ (Your Name), I have heard you say _____ is something that people need to start doing now. Can you please tell our listeners why?

15. What can our listeners expect to learn on today's call?

16. _____ (Your Name), you've had years of experience with _____.

Can you tell us what that experience taught you?

17. What is the #1 mistake _____ make when they want to _____?

18. What can we do if we start to feel overwhelmed with _____?

19. What can we do to get better results with _____ to ensure that we _____?

20. What can we do to keep _____ simple and avoid getting overwhelmed?

21. What personal roadblocks have you had to overcome?

22. Why are you so passionate about helping others _____?

23. What are the 3 Most Common Mistakes _____ make?

24. You believe that connecting _____ is key. Can you elaborate on why you believe that?

25. I heard that you have a very special gift for our listeners. Can you please tell them what it is and how they can access it?

26. I am certain our listeners would like to know how to contact you after the interview. What is the best way for them to contact you?