

Encore Interview Flow Sample

Introduction

- 1) I know you have been working on some exciting projects as you prepare for the next 12-months -- so -- bring us up to speed on what's new and what has you excited for the road ahead.

Focus and Preparation

- 2) Please start off this ENCORE discussion by taking us behind the scenes...and into your process...your recipe...your daily routine for how do you begin the first 60-minutes of your day.
- 3) Do you have a favorite quote or lesson you can share with us that helps you keep a focused mindset throughout the day?

Defining Success

- 4) Each person's definition of success can and should be different. But success can also be a difficult or intangible thing for a business owner to define so having models or examples to consider can make it easier. So please be our mentor here, and share how you define success.

Personal Mastery

- 5) Les Brown once said that "Most people don't work on their dreams because of fear. The fear of failure, 'what if things don't work out'? And then the fear of success, 'what if they do and I can't handle it'? Fear -- in all its shapes and sizes is something that we as business owners -- deal with. So...do you have a couple of strategies or tips you use to help push aside those stubborn roadblocks, the challenges, the doubts, the fears, that can sometimes rise up and try to impede this journey you are on?"

Hiring "A Players"

- 6) We as business owners often hear that we need to hire "A players" as members of our organization. In your opinion...what makes an "A player" an "A player"?

Breaking Down the Recipe for Success

- 7) During our first conversation, we talked about the most influential lesson you ever learned from one of your mentors and how that lesson helped you become the business owner you are today. Now let's take the mentorship topic deeper and focus our attention on how we as business owners can become better mentors. What would be two or three strategies you would recommend for improving how we mentor those around us every day?
- 8) I oftentimes hear experts say things like, "today's business owners need to build a platform -- they need to build an audience -- build a tribe -- build a community." I even catch myself saying it from time-to-time. So, if building a platform is truly a vital priority, what would be two or three strategies you would recommend that business owners consistently apply in order to make that happen?
- 9) Imagine you are standing in front of a room of business owners who are all striving to get to that proverbial "next level" with their company. These owners are beyond the startup -- they have successfully battled their way through the initial fears and built solid momentum. What would be two or three strategies you would recommend they focus on to help them move off their current plateau and leap onward to that next level?

Please note: I will call you via Skype at the appointed time. Skype: stephen.woessner. This is an audio only interview.