

Interview Flow Sample

Introduction

- 1) I will give a brief introduction of you and your business and then turn it over to you to share more.

Focus and Preparation

- 2) Is there a secret, timesaving technique you can share with Onward Nation that helps you focus and tackle your most vital priorities each day?
- 3) What is one of your daily habits you strongly believe contributes to your success?

Overcoming Obstacles

- 4) Tell us about a challenging time or situation that could have devastated or even ruined your business but, you persisted -- you made the tough decisions. And now, that once painful memory, serves as an invaluable learning experience.

Personal Mastery

- 5) What is the most critical skill you think business owners need to master in order to thrive today?

Lessons Learned

- 6) Tell us about the most influential lesson you ever learned from one of your mentors and how it helped you become the business owner you are today.

Breaking Down the Recipe for Success

We all know that building and scaling a business is hard work. But when we have the right strategy -- that right "recipe" to follow -- then the action steps become more like "ingredients" and can be added systematically into the business -- one ingredient at a time.

The end result is a business that is systematic, predictable, and repeatable. The business owner, along with his or her business, can produce the same result for customers time and time again.

In this final round of our interview -- I will ask you to break down your "recipe" of success and the "ingredients" that helped along your path.

- 7) If there was a magic "reset" button as it relates to starting your business...what systems would you go back and put into place sooner rather than later...and why?
- 8) What one strategy -- or recipe -- that if business owners and their teams could consistently apply every day -- would compound into big wins for them?
- 9) Fast-forward one year. You're looking back on the hiring decisions you are considering making now. And imagine the people you hired today exceeded your highest expectations. What recipe or strategy did they consistently apply that delivered the most value to your business?
- 10) Imagine you are standing in front of a room business owners -- people -- just like you when you were starting out. They are battling their way through the fears, worries, doubts, and struggles to find their footing. What are two or three strategies you would recommend they focus on to best ensure success?

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