

The Creative Entrepreneur Interview Workflow

Introduction Information

Short Bio of yourself

- Who you are?
- What you do?
- What you can do for the customer?

What are you good at? We can identify how or what you are an expert in so we can exploit those skills. Do you have any recent or past accomplishments you would like to promote?

How can our audience reach you?

- Instagram
- Facebook
- Website
- Twitter

All of this information is used to introduce you to our audience

About the Podcast

Main Question to Answer (How can people do what you do?)

In this podcast we talk about business. Although we focus on creative entrepreneurs, it is not exclusive to creatives as much of the information is universal. The techniques mentioned on this podcast can be used in business to generate income, leads, or sales. We focus on marketing, sales, lead generation, growth, change, organization, leadership, management, analysis, market, affiliates, profit, opportunity, leverage, coaching, sponsors, advertising, seo, positioning, branding just to name a few. Although there is no limit to the subjects in business it is important to keep the audience interested by providing topic based shows. We are going to focus on direct questions with terse and succinct answers. We love great stories that corroborate your answers. We try to keep the podcast to 30 min. If you are cut off don't worry, we will edit that out.

Common Questions For Our Audience

Three Main Points of Wisdom (rules I live by)

1. Topic 1
2. Topic 2
3. Topic 3

(This could be life lessons, your philosophy, rules to live by or points of interest)

- How can our audience benefit from your expertise? What techniques have you used to generate income, build a following, improve visibility, create change, generate leads, create wealth etc. Think about something of value and what our entrepreneurs can use to improve their business through techniques or experience.
- What has been some of the most challenging areas in your technique, or business building career or personal life? This could be a poignant story of hardship, or other life altering experiences. What did you learn from this experience?
- Career Direction

- Where do you see the direction of your career?
- Where do you see your career now?
- Where do you want to be?

- What changed the trajectory of your career? Was there a pivotal moment in your personal or professional life that changed your perspective and the direction of your life? How did this change improve or catapult your success? How did it make it worse?
- What keeps you motivated?
- Are there any habits that you do on a daily basis that contribute to your success?
- What are some bad habits that you found contributed to failure?
- When you first started, was there anything holding you back from getting started? Was there a time in your life you felt stagnant because of something? Were there any bottlenecks like money, government, competencies, or competition that kept you from starting?
- In your experience what do you think holds people back?
- What is some of the best advice you have received recently or in the past that has helped you in your journey?
- What resources do you utilize that you feel contribute to your success? This could be websites, networking, events, software, computer systems, phones, SaaS etc.?
- Have you read any good books?

How can people get ahold of you?

- Phone
- Website
- Instagram
- Facebook
- Keywords to type into Google?

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