



Thank you in advance for taking the time to be a guest on the show! We are looking forward to learning more about you, your business, your success, and sharing it with our viewers. We've created a quick checklist of some things we'll need before our interview, some helpful equipment and setup tips, and a general flow of our interviews. If you have any questions, don't hesitate to reach out: [mpedraza@freelandventures.com](mailto:mpedraza@freelandventures.com) or [rgareau@sreknow.com](mailto:rgareau@sreknow.com).

## **EQUIPMENT**

- High speed internet connection
- Camera/webcam (we do film video for YouTube)
- Headphones (optional)
- A microphone (preferably not the microphone on your computer)

Please dress business casual with a company shirt if you prefer, be in an area with good lighting, and have a background that is tidy and not too busy.

## **INFORMATION TO SEND PRIOR TO INTERVIEW**

- One paragraph bio giving a quick description of your background and achievements.
- Website or CTA (such as a book release, upcoming conference etc.) for Josh to pitch at the end of the interview.
- Headshot and/or company logo in JPEG or PNG format.

## **SHOW FLOW**

- **Color and Background – Your Journey**
  - **How did you get where you are today?**
- **Your Passion, Your Why**
  - **What is the reason behind what you do every day?**
  - **What are you working on right now that you're excited about?**
- **Teach**
  - **Your Core Values**
  - **Specific Life Lessons You Have Learned Along the Way – Do's and Don'ts**

- **Coaching Program**
- **What is your money-making strategy?**
- **What advice would you give our audience or your younger, former self?**
  
- **Call to Action (CTA)**
  - **This can be your website**
  - **Your new book**
  - **Your podcast**
  - **Or another product/media you want to promote**

The interview will take approximately 30 minutes. We prefer a question and answer/ conversational tone and approach to our interviews.