

Interview Questions

Both interviews will last around 20-25 minutes, and will be very conversational... just a couple of guys (or gals, depending on what you're wearing that day) talking about the subject at hand. Since this is your subject and ideas, I will merely guide the conversation, but depend on you to carry the bulk of it.

The sessions should be serious (offering good, practical, and useable information that will make a difference for the reader), and also fun (to show your personality and that you're a "real" person that they might want to do business with).

Book #1: For Business Owners

Question: "What would you say to a business owner who said to you, 'I'm not happy with the results I'm getting from my business. Can you give me one good, solid, no-cost or low-cost idea that I can put into place that will make a quantifiable and measureable difference?'"

The question is open-ended enough that your answer can go in any number of different directions including, marketing, sales, customer service, referrals, hiring, training, outsourcing, image, branding, positioning, delegation, mindset, customer retention, etc.

Book #2: For Consultants

Question: What would you say to a new consultant (or someone considering the consulting business as a career) who is looking for ideas on how to get an out-of-the-box fast start?

Or,

What would you say to an existing consultant who isn't getting the results they would like to have, and who is looking for the one "magic bullet" that will turn their business around?

Teleconference Call-In Information

Call-in Telephone Number: 1-712-432-3066

Access Code: 871148

Your "[Guest/Interview Release and Authorization Form](#)" MUST be returned to us prior to your call. You can fax it to 480.461.0546 or email it to Dawn@TopLineBusinessSolutions.com.

As the calls are completed, they will be forwarded to our transcriptionist who will make a printed document, then to our editor to tweak and fine tune and then formatted into book format. Once all this is done, the final product will be sent to the publisher for printing.

The audio files will also be edited and formatted for conversion to CD format and can be used as stand-alone products, or incorporated into an album.

Your Bio

Please forward a 75-word bio about who you are and what you do that can be used at the end of your chapter.