



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: jpennington@srecnow.com or rgareau@srecnow.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?**
- **Teach**
 - **Your Core Values**
 - **Specific Life Lessons You Have Learned Along the Way – Do's and Don'ts**

- **Coaching Program**
- **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.