

## **BABA Interview Flow**

Thanks so much for agreeing to be on the show. I know you're going to offer some super smart counsel and have some fantastic stories.

We'll be recording (audio only) the interview on Zoom. Our calendar invite will have the zoom connection info you need.

Please be sure you're wearing a headset with a built in microphone for the best audio quality.

Here's how the interview will flow. My hope is to make the transitions very natural and let our conversation meander a little bit if I think we're heading somewhere interesting. Don't be surprised if I go down a rabbit hole or two.

### **Introduction**

I'll briefly introduce you and the work you do and then ask you to elaborate.

### **Your area of expertise**

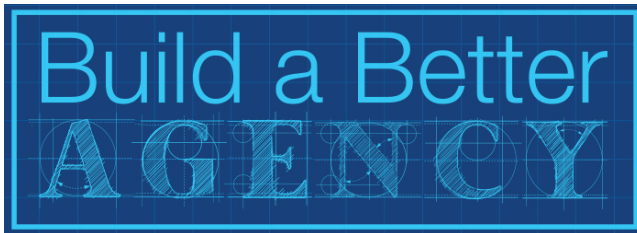
We'll talk about your specific skill sets/knowledge base and how that intersects with small to mid-sized independently owned agencies. It may be that you work with them directly or you possess knowledge that they could apply to their business.

### **The right stuff**

At this point, we'll have established your expertise/credibility and now I want you to teach. Think of this as a step-by-step instructions. For example, let's say you were on to talk about the power of building an opt in list. I'd want you to offer some very concrete examples or concrete steps that listeners can take to take their agency to the next level.

### **What gets in the way?**

I'm going to ask you to identify some realities that often derail someone who is trying to either apply what you do every day or how agencies may/may not take your counsel/guidance after you've worked with them.



In other words – why don't agencies/agency owners do what you are prescribing?

In this section, I'd like you to be very specific in your examples so the listeners can hear themselves/their statements in your commentary.

### **Paying the price**

I'd like to talk about some of the big mistakes you've seen that by hearing your stories, agency owners could avoid. The more disastrous and avoidable, the better!

### **Who is doing it right/well?**

After we talk disasters, I'd like to tell some redeeming stories, so the listeners don't get too discouraged. Tell me, if you know of any agencies (you don't have to identify them by name) that are really knocking it out of the park. What are they doing that's so successful and if you know, what got them to take action?

### **Take action**

I'd like the listeners to walk away from our podcast with a plan of attack. So as we wind down the interview, I will ask you to give the listeners the 2-3 things they should do immediately in relation to our conversation. For example – if you're talking about creating a healthy culture inside your company – what are 2-3 things the agency owner should do ASAP to assess or change their company culture.

### **Last words**

I'll ask you if you have any final thoughts or something you think agency owners need to hear.

### **Thanks and contact info**

To wrap up, I'll thank you for your time and all that you shared and then invite you to share whatever contact information (web URL, email, Twitter handle, phone number etc.)