

# The Auspicious Entrepreneur Podcast – Typical Guest Interview Questions

## Your Origin Story (Big Picture Arc)

- Backstory: What is your backstory that gives us a vested interest in your journey?
- Desire: What did you want to accomplish?
  - External: What external struggle were you dealing with?
  - Internal: What internal struggle were you dealing with?
- Wall: What wall or problem did you hit within your current opportunity to start you on this new journey?
- Epiphany: What was the epiphany you experienced and the new opportunity you discovered?
- Plan: What plan did you create to achieve your desire?
- Conflict: What conflict did you experience along the way?
- Achievement: What was the end result you achieved?
- Transformation: What transformation did you experience?

## General, Personalized Interview Questions

- How did you get into your field?
  - Is it something you wanted to do since you were a little kid; or is it something you fell into or discovered along the way when you were pursuing something else?
  - What initially attracted you to it?
  - What held your interest and kept you engaged over a long period of time?
- What is your “Why?” Why are you passionate about your field/industry? Why do you do what you do?
- What one piece of advice would you give to people who are just starting out in business venture to encourage them?
- What is the single most important skill or discipline you’ve cultivated over your career?
- What one word best defines your journey as an entrepreneur and why?
- If you had a time machine, and it could only be used once to facilitate a conversation with your 10-year-old self for only 5 minutes, what would you say?
- What is the most difficult challenge you’ve had to overcome as an entrepreneur, and what is the valuable takeaway you gained from that experience?
- Who most inspires you?
- What life lesson would you most like to share with our listening audience?

## Company-Specific Questions

- What do you do?
- How many employees do you have?
- What is your annual gross revenue?
- Why are you the best in your field?
  - What sets you apart from the other players in your market (USP)?
  - In what way(s) have you brought innovation to your industry?
- Are you working on anything new and exciting in your business that you’d like to talk about?
- What will your company look like in five years?