

INTERVIEW FLOW - "CONSCIOUS LEADER PODCAST" with J V and Michelle

SHOW THEME: "Leading to Increase Profits and Make a Positive Impact"

NOTE: Although we broadcast the show in audio, we record the show on ZOOM with video for ease of communication during the show. We may use some video out-takes for promotional purposes. So, please dress in a manner that reflects how you would want to be seen in promo out-takes from the show.

OUR AUDIENCE: entrepreneurial and business leaders seeking to grow their businesses, increase profits, and make a positive impact

CANCELLATION POLICY: If you need to cancel, please cancel/reschedule at least 1 week in advance.

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GUEST OVERVIEW

The interview recording is approximately 28 minutes. We book an hour to allow for time to set up the show with you and engage in any additional discussions afterwards. Our target to complete the show within 50 minutes.

NOTE: We frequently book four to five recordings on one day, back to back, so please be on time.

NOTE: We record to have a *28 minute show* prior to adding intro/outro so that it is radio broadcast compliant. This allows us maximum ways to distribute the show in addition to our podcast.

INTERVIEW FLOW...

INTRODUCTION AND SECTION ONE = 14 MINUTES TOTAL

INTRODUCTION: 2-3 MINUTES

J V and Michelle introduce the show then begin the discussion with you. It's easy and relaxed. After you are introduced, we will ask these two opening questions.

Please answer each question in 30-60 seconds.

Question 1: "That's the formal introduction of you, but how would you describe yourself in your own words?" **Focus on your values, interests, and lifestyle.**

Question 2: "The new **Conscious Leader** combines profit with positive impact. **What is an example of how you achieve this as a leader?**

SECTION ONE DISCUSSION: 10-11 MINUTES

BASED UPON YOUR EXPERT AREA IN LEADERSHIP, WE WILL DISCUSS A SPECIFIC OUTCOME/RESULT THAT WILL HELP OUR LISTENERS. Before the recording begins, we will discuss a specific outcome (and specific steps to achieve it) that will **help other entrepreneurial and business leaders grow their businesses.**

SHORT BREAK FOR SPONSOR / MID-ROLL

SECTION TWO - GIFT-GIVING TIME = 2 MINUTES

Our audience loves the Free Gift segment. You will describe the gift and how the listener can access it. You can generally promote your website and company here as well.

SECTION TWO = 12 MINUTES

THE CONSCIOUS LEADER QUESTIONS

#1. What was one of your biggest challenges as a leader, how did you overcome it, and how has it made you more successful?

#2. Leading is about results. How do you set up your day to achieve your top results?

#3. What is your best tip for building and leading a team?

#4. Who was one of your mentors or a business leader you admire (what specifically do you admire about them)?

#5. What is a leadership book you would like recommend?

#6. What is a habit or practice that you've developed as a leader?

#7. Networking is essential for leadership. Give us your best networking tip?

#8. What does “conscious leadership” mean to you?

#9. How do you want to be remembered as a leader?

OPTIONAL QUESTION

30-45 second promo of the Conscious World Foundation work with conscious youth leaders around the world.

30-45 second promo of the Statute of Responsibility Project.

#10. Is there a **cause / non-profit** you want to give a shout out to? (we will link to them on your Show Note Page)

SECTION THREE - WRAP - GIFT-GIVING TIME AND MENTION OF YOUR WEBSITE = 2 MINUTES

Our audience loves the Free Gift segment. If you would like to give a gift along with telling our listeners your website how they can get in touch with you, we will do this as we wrap the show.

We thank you and our listeners.