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Interview Questions

Keep It Simple, Keep It Specific, Keep It Short

You **don't** want to do an article on the general state of an industry

You want to tackle a very specific and narrow **PROBLEM**

You want your Prospect to solve that problem in your interview and be positioned as the expert

One Specific Subtopic

Examples:

Chiropractor - Benefits of chiropractic care outside of back pain - (pick one topic)

Financial Advisor - One Little known way someone can use their 401k before retirement

CPA - One mistake most people make when they get an audit letter from the IRS

Mortgage Broker - Biggest misconception first time homebuyers have about getting a loan.

Custody Attorney - Little known rights of Grandparents

Sample Questions (Detailed)

A lot of people think What are your thoughts on this perception?

Is it really possible for a to?

How can someone who has still be able to?

What kind of does someone need to do this? What are(detrimental activities) and how can they affect your?

Can you give an example of how you can and still

What are some other things that are supposed to (misinformation about how to succeed) , but can actually hurt your chances of success?

What about (popular misconception) , that's a good way to do it, right?

To wrap this up. What is the one thing that someone must consider to successfully?

Sample Questions (Simple)

What is your prospects biggest or most common problem?

What are the 2-3 most common questions your prospects ask?

What is the most common “Do It Yourself” solution your prospects might try?

Why would working with a professional, like yourself greatly improve their chances for success?