



## Grow Yourself to Grow Your Business Podcast

Firstly – thank you for being a guest in this empowering podcast series!

We're so excited to showcase your experience and expertise.

### The Interview Format

I'll call you via Skype and we use audio only – no video.

My Skype name is **liesel.teversham** and I'll send you an invitation to connect.

**Our listeners** are mostly holistic practitioners and coaches who are starting or growing a purpose-driven, heart-based business. They have a vision to make a difference in the world. They may still be building confidence and realise they need to learn about marketing and other business -building aspects. They need guidance and support with "limits" like not feeling good enough, not knowing enough to help others, not being perfect, procrastination, money beliefs, and so on.

They want to make a difference and they want to be profitable. They're ready to step out of their comfort zone to make it happen.

You've been invited to be a guest because I love how successful and inspiring you are in your market. However, we know it's not the whole story of who you are and why you do what you do.

This podcast is your opportunity to inspire our listeners with your story and the wisdom you earned along the way. It's also my pleasure to shine a light on you and your expertise.

While I have a structure that I follow, I also like our time together to be conversational. I want people to feel they've been invited to 'eavesdrop' on valuable tips and strategies while they get to know you better.

Below is the general flow of the interview, which should take about 20-30 minutes. The outline offers a heads up on what to expect but don't be surprised if something interesting pops up and we follow that line of thought! Often that's where we discover the best stuff.

### **1. The Road you took to get here**

I'll briefly introduce you, with your bio, and then invite you to share a little about the road you took to get to where you are.

### **2. Vision**

What's your vision for your business? And what is the "why" behind that vision?

### **3. Growth Opportunity**

Our topic is "Grow Yourself to Grow Your Business." What was the biggest growth opportunity for you on your way here? Or stated a different way - what was the biggest limit you had to overcome to get your business to where it is today?

### **4. Possibilities**

What is possible for you now, after overcoming that limit?

### **5. Setbacks and Getting Back Up**

Can you share with us a practice you enjoy that helps you recover from setbacks, from those days where it feels like everything has gone wrong?

### **6. Opportunities to Learn with You**

Here's where we'd love to hear about one of your programs or books. I narrow it down to one specifically because listeners who have too many choices often don't take action. If you have more than one available – which is your favourite, or do you feel most in touch with right now?

### **7. Last Thoughts**

Any last thoughts of inspiration (or an action step we can take) you'd love to share with us that we didn't already cover?

I'll thank you and keep quiet for a second or two to have a clear cut-off for the recording, after which we can continue talking if time allows.

I'll have the recording edited and uploaded to the show and create a Show Notes page. I'll let you know as soon as it's ready for the airwaves so you can let your peeps now.

Again, thank you for taking part in **Grow Yourself to Grow Your Business Podcast**.

Warmly,  
Liesel