

the

BRILLIANCE + PASSION

podcast with Adam Hommey

Show Flow

&

Interview Questions



Everything Podcasting™

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Precious Insights That Get You
More Reach, Clients, and Referrals
Through Podcasting

Everything Podcasting™ is a FREE online community that consists of podcast hosts and podcast guests using this platform as a branding, client-attraction, and networking tool.

This group is hosted by Adam Hommey, Creator of The R.E.A.C.H. System™, which helps business creators launch their podcasts; and In-Demand Expert™, which offers an array of solutions for both hosts and guests.

This group is specifically for entrepreneurs who are using podcasting as their “shortcut” and their “secret weapon” to bypass the roadblocks to becoming a Celebrity Brand.

If you’re ready to leverage podcasting in ways others don’t know, don’t teach, or won’t share, we are ready to have you join us now.

<https://www.EverythingPodcasting.group>

Greetings! Adam here...

I'm honored by your wise decision to join us on *The BRILLIANCE+PASSION Podcast* and share how you make your community, market, and audience better by being part of it!

This will be a 15-minute interview, with no post-production editing – so we ask you please be fully prepared with your brilliance and your passion.

The questions we will ask were provided to you when you scheduled the interview (check the e-mails you received from our scheduler), and are also on the next page.

Please review them in advance and begin to formulate your answers, as this will move very quickly.

In these types of interviews, I coach my podcasting clients to think of them as live interviews, even though they are pre-recorded.

Here's how to get connected for our conversation:

1. Click the Streamyard link you have been provided and follow the simple prompts
2. I will be alerted that you've done so and will bring you in
3. At that point, we'll do a quick check-in to make sure the audio and video are working correctly
4. Once that is established, I will let you know we are about to begin the official recording, and request 10 seconds of silence so our production staff can quickly find the official beginning and end.

The show flow is as follows:

1. I will introduce you using the Short Bio you submitted
2. Then, I will ask you the 10 questions, in order
3. After we finish the questions, I will read off the pitch for the free gift or "next step" you submitted when you scheduled the interview
4. Then we will conclude the official interview
5. At that point, there will be 10 more seconds of silence as I end the recording and then we will have a few moments to answer any other questions you may have

That's it!

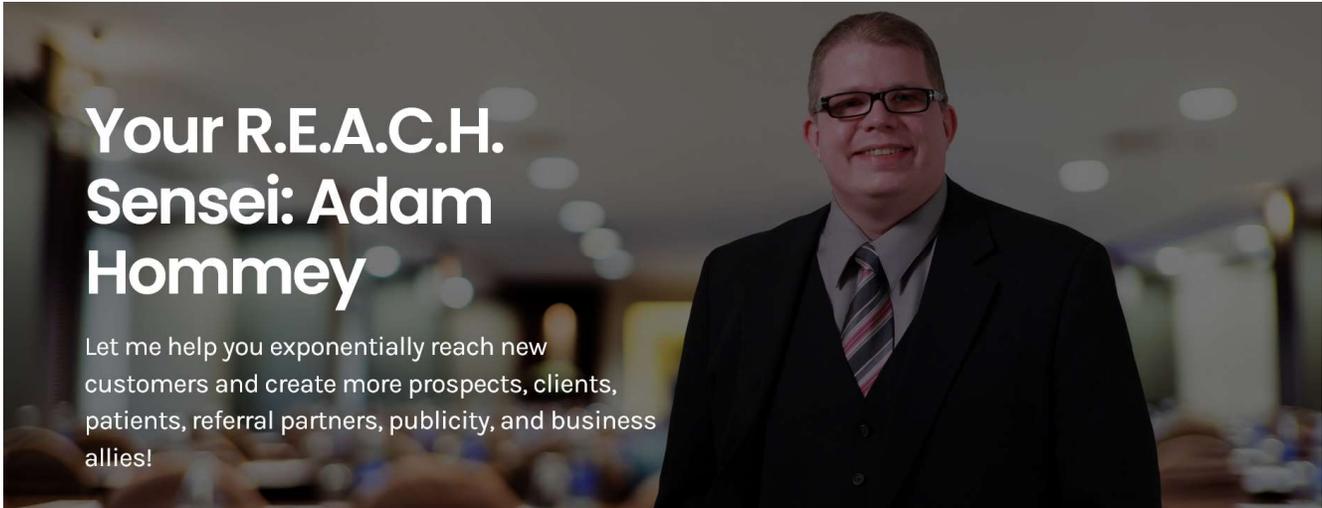
If you need assistance, e-mail booking@CreateYourBusiness.today.

The interview questions are on the next page.

THANK YOU AGAIN, and I'm looking forward to our conversation! - ARH

Here are the questions I will ask, in order:

- 1) How does the work you do make the world a better place for your clients, customers, and the world at large?
- 2) So, what do you do? (As in, what products or services do you provide?)
- 3) In your experience, what are the 3 most common questions people in general have when asking you about what you do - like, the frequently asked questions?
- 4) Now, tell me 3 questions you WISH prospective clients and customers would ask when considering working with you.
- 5) Let's shift gears for a minute and let me ask a few things that help our listeners get to know you better. First, what would people who know you be surprised to learn about you? *(examples include: a fun fact, story, something you've done, something you've experienced)*
- 6) What do you hope people say about you, when you're not around to hear it?
- 7) If you could go back in time and change one thing you've done, what would it be, and why?
- 8) What famous person (alive or dead) would you like to meet, and what question(s) would you ask them?
- 9) What motivates and inspires you to keep going when you're having a tough time or facing a challenge?
- 10) Finally, what is one action you want our listeners to take as soon as they finish listening to us today? ***(IMPORTANT: this is NOT to pitch your gift - I will do the pitch for you at the end, using the URL and the description you entered on the booking form)***



Adam Hommey is a speaker, author, trainer, and consultant with nearly 20 years' experience helping business creators, like you, WIN at the game of business and marketing so you can thrive from YOUR intersection of YOUR brilliance and YOUR passion while making a difference for your community, market, and audience.

Adam is the author of *Groundhog Day is an Event, Not a Business Strategy*, and a contributing author to *Journeys to Success: The Millennial Edition* - both international Amazon best-sellers. He has spoken on stages around the country for many years and is a sought-after expert on podcasting for entrepreneurs.

As creator of *The R.E.A.C.H. System*, Adam helps you exponentially reach more profitable customers by launching and hosting your business-building podcast.

As Executive Director of *In-Demand Expert™*, Adam works with both podcast hosts and guests, providing an array of solutions that transform your podcasting experience into your prime networking, client attraction, and celebrity expert branding strategy from both sides of the equation.

Websites:

- <https://www.TheReachSystem.com/>
- <https://www.InDemandExpert.com/>
- <https://www.AdamHommey.com/>