



PAYBACK — TIME —

Podcast Overview, Questions, and Format

1) Purpose

It's about the journey, not the destination. Payback Time is a podcast that dives into the real story behind the person. How did you build your business? What challenges did you overcome? What mistakes did you make? And how did you achieve your goals? The overall objective is to provide a roadmap for others.

2) Equipment

Required

- Laptop: Laptops come with built in microphones which will work fine for this interview.
- Headphones: Please use headphones or earbuds otherwise there will be an echo!

Recommended

- Professional mic: If you have a professional mic, great! The audio quality will sound even better.

3) Software

You won't need to download any software prior to the interview. I use Zoom to record podcasts. All you need to do is click the link in the meeting invite and we're on our way!

4) We will record **AUDIO** and if possible **VIDEO**.

I may use a video clip and upload to Youtube.

5) Checklist

1. Are you in a quiet room? If you are using your laptop mic and not a professional mic, keep in mind that your laptop will pick up external noises such as traffic, barking dogs, etc.
2. Stay close to the mic. Try not to sway back and forth or side to side because your audio quality will decrease.
3. No fidgeting. Some interviewees like fidgeting with pens, headphone cables, coins, or other small objects. Fidgeting makes noise and pretty much ruins the podcast interview.
4. Do you have headphones or earbuds? Please use headphones otherwise we'll pick up an echo. An echo will also ruin the podcast interview.
5. Have you turned off your phone? This is probably a dumb question but you may be surprised on how many interviewees forget this step.

6) Interview Introduction

I will record your introduction in post-production. As I edit your episode, I note key takeaways that you provided and I write an introduction that hooks the listener in the first 30 seconds.

7) Back Story

I will start the interview by asking you about your career back story. I like laying your journey out on a timeline.

“Please start out by telling us your career back story.”

8) Interview Questions

These are just examples. I don't follow this list strictly because I try to keep the interview conversational.

If you have a job...

- What is your job?
- How did you get into this line of work?
- What is your role? What do you do?
- Did you go to school for this? If so, what is your degree?
- How long have you been in this role?
- Do you have any certifications?
- Do you commute or work remote?
- Do you own stock in this company?
- What was the biggest challenge you faced?
- How did you get through the difficult stretch?
- What was the best choice you made?

If you own a business...

- Tell us about the business and when you started it.
- Why did you start this business?
- How did you transition from a past job or business to this business?
- What were the pain points you sought to overcome in the market?
- Was there an “ah ha” moment that you knew you were onto something?
- Do you have investors or partners?
- How many employees do you have?
- How do you market and sell this business?
- What do the products or services cost (range)?
- What was the biggest challenge you faced?
- How did you get through the difficult stretch?
- What was the best choice you made?

If you own real estate...

- How did you get into real estate investing?
- What type of properties do you look for? Single home, multi-family, etc?

- How many properties do you own?
- What is the average rent?
- What type of areas do you target?
- Where are the properties located?
- Did you hire a property management firm to manage your properties?
- What percent do you pay the property management firm?
- What was the biggest challenge you faced?
- How did you get through the difficult stretch?
- What was the best choice you made?

If you invest in stocks...

- How long have you been investing in stocks?
- What is your investing strategy?
- Do you invest in individual stocks, index funds, Mutual Funds, or ETFs?
- Do you invest in speculation like cryptocurrency, penny stocks, and marijuana stocks?
- Do you invest in a Roth IRA?
- Where do you obtain investment news?
- What percentage of your income are you allocating to investing?
- What was your investment return last year?
- What is your investment return this year?
- What year did you experience your worst return and what was the percentage?
- What year did you experience your best return and what was the percentage?
- How many hours do you spend on Stock Investing per week?
- What was the biggest challenge you faced?
- How did you get through the difficult stretch?
- What was the best choice you made?
- How do you create and define a successful mindset to hit your investing goals?

If you're an author...

- What is the name of the book?
- Did you plan on becoming an author or were you approached?
- Explain the book writing process (starting with research)
- Explain the editing process
- Do you have a publisher or are you self-published?
- Who is your publisher?
- How many publishers have you talked to?
- Did you have to compose a book proposal?
- Did you sign a contract for one book or multiple books?
- Did they pay you up front or did they offer royalties?
- What royalty percent do you have?
- How do they market your book?
- Did they share their marketing budget?
- What are the distribution channels?
- What does the book cost (wholesale)?
- What is the price of the book (retail)?

- What was the biggest challenge you faced?
- How did you get through the difficult stretch?
- What was the best choice you made?

If you sold a business...

- Did you actively try to sell your business through a broker or were you approached?
- Did multiple companies approach you or just one?
- Did you have an attorney or another third party assist with the transaction?
- How long was the due diligence period for the buyer?
- How did YOU value the business?
- How did THEY value the business?
- What was the acquisition multiple?
- What was the payment structure? One check or a monthly or yearly payout plan?
- Did you sign a consulting agreement? If so, what duration?
- What was the biggest challenge you faced?
- How did you get through the difficult stretch?
- What was the best choice you made?

9) Hot Questions (My audience wants me to ask these questions)

- Having the correct mindset is critical for success. Can you tell us about a challenge you faced and how you overcame it?
- What is a question I should ask you?

10) Rapid Fire Round

Please respond to each question within 15 seconds or less.

1. What is your favorite podcast? (Skip if you don't listen to podcasts)
2. What is a recent book you read and would recommend? (Skip if you don't read books)
3. What is your favorite movie?
4. What is your favorite food?
5. How many hours do you work per week?
6. How many hours of sleep do you get each night?
7. What do you have a work regime or routine?
8. If you could go back in time to give your younger self advice, what age would you visit and what would you say?

11) Thank you for attending!

That's a wrap folks! Thank you (First Name), for being a guest on this episode. What is the best way to reach you?

- Website
- LinkedIn
- Twitter

12) Publish and Promotion

I will edit and publish the podcast episode in the next few weeks. When it launches I will post on social media. It will be much appreciated if you could take 30 seconds and share the podcasts on your social media as well! You have an inspirational story to tell that can benefit a lot of people!

Contact

Sean Tepper

sean@paybacktime.pro

www.paybacktime.pro