



**NOTE – PLEASE REVIEW CAREFULLY AND EDIT BASED ON YOUR VOICE, PREFERENCES, STYLE AND DETAILS. THIS IS JUST A GUIDELINE.**

### **SAMPLE Interview Script**

**LEEANN:** Hello! And welcome to the Real Deal Forum. I’m LeeAnn Webster

**DONNA:** and I’m Donna Smith Bellinger and we’re so glad you could join us today.

**LEEANN:** Today we are thrilled to have Anne Perry, founder of Business Heroine Magazine with us. Welcome Anne! [ANNE SAYS HI]

**DONNA:** Before we get started, a quick reminder that you can pick still up a VIP audio package for a very special price. This package includes Anne’s interview AND all of our expert interviews, plus some amazing bonuses. For all the details, simply to go [realdealforum.com/vip](http://realdealforum.com/vip)

**LEEANN:** Thanks Donna. Now, let’s get REAL and talk with Anne Perry. **Anne** is founder of Business Heroine. After spending her early adult years burdened by debt and suffocating in jobs that drained the life out of her, Anne knew a few things to be true: 1) The 9--5 hamster wheel setup is not what life is meant to be about, 2) There is a way out, and 3) She was going to find it and leave a Cheerio trail for others like her. She spent years studying the people who had blazed the trail she was inspired to take – that of the self--made, freedom--based entrepreneur. Finally carving her own path to freedom, Anne became a work--from anywhere entrepreneur, running her business from the beaches of Belize, from islands off the coast of Panama, and while traveling around the United States in a motorhome. Anne built Business Heroine as a platform to broadcast the voices of women who, despite all obstacles, decided to break free of the mold and design life according to her own design. WELCOME ANNE!

Today Anne is going to talk with us about “YOU in the Media - The Truth about Gaining Instant Credibility and Growing Your Business”

### **QUESTIONS: [TRADE BETWEEN DONNA & LEEANN]**

1) Tell us your story... how did you get into business and what are you passionate about?

- 2) WHY is being featured in the media so important?
- 3) What is the most common misconception about media?
- 4) How does one go about getting featured in the media?
- 5) What possibilities open up for you once you are in the media?
- 6) What are the roadblocks to successfully getting featured in the media?
- 7) What are the strategies to dissolving these roadblocks?
- 8) What is the secret shortcut to using media to gain instant credibility and grow your business?
- 9) What is the first action step that practically guarantees success?

**[NEAR END OF INTERVIEW] – LEEANN:** You have shared some incredible insights with us today – and I know you’ve also put together an awesome free gift for our listeners – tell us about it. [ANNE DESCRIBES]. To take advantage of Anne’s generous offer, simply click the link below Anne’s photo on the summit page. Again, that’s the “Invent Your Dream Business - The Quick Start Guide to Your Self-Made Career” – click the link for all the details.

**DONNA:** Thank you so much for your time today – [COLOR COMMENTARY RE: INSIGHTS...]

**LEEANN:** Yes, Anne – thanks for helping us get REAL!