



## **Gym Owner's Growth Zone Podcast Interview Rundown**

### **BIO: (2 mins)**

Intro and bio will be recorded separately, as well as a foreshadowing of content in the actual episode, so when recording starts, Andres will simply say,

“ \_\_\_\_\_, welcome to the show! Thanks for coming on!”

It's great to have you...

### **Context Segment: (10-20 mins)**

Questions in this segment will be geared toward your story, your specific area of expertise, and what you are most excited about right now. Let's try to dig deep and talk about something you've never talked about in an interview before! Think of the hero's journey or your origin story. People will connect at a greater level with a guest who gets vulnerable right out of the gates.

### **Content Segment: (20-25 mins)**

Questions in this segment will be geared towards the topics of your story and how that story has shaped your business and success. I also want to ensure the listener goes away with actionable strategies or concepts you used to grow a gym business.

Below is a list of questions that are asked on the show frequently. I will likely not ask all of the questions listed below, but it certainly gives you an idea of the direction in which I intend to steer the conversation.



An idea of the list of questions we might ask you...

- Life is a roller coaster, and business is no different. It takes you up and down, tight turns, fast and slow. What rails and tracks kept you in line and focused on reaching your goals in your gym business?
- Can you recall an obstacle or challenge in your business that you had and how you were able to overcome it?
- In your perspective, what is one of the biggest issues in the fitness industry right now that it needs to overcome to grow stronger
- What are the pivotal concepts or practices you embraced to get you where you are today?
- Are there any particular stories or people who have influenced your business? And why did you choose that person/story?
- What would you say inhibited your growth, and what would you invest in more to gain faster or better growth?

## **Wrapping Up with Fast 5 : (4 mins)**

- Who is an influential person/people in your business journey?
- What's one thing you wish you had known when you began your business?
- What's a book, blog, podcast, or media you've consumed that has positively impacted you?
- Do you have a favorite online tool?
- What's one habit or practice you do that you believe everyone would benefit from?



## Concluding question & Audio Bumper:

- If you could go back in time and share one piece of advice with yourself, what would that be?
- Record audio bumper for use at beginning of your episode \*\*\*Example Audio Bumper\*\*\*

\*\*\*Hey, this is (YOUR NAME HERE), from (BUSINESS) or Owner of (Company), and if you want to learn what it takes to build and grow your gym business, you should listen to Gym Owner's Growth Zone with my good friend, Andres Escobar. (pronounced like Andre with an "s" at the end & Es-co-bar)

\*\*\* The above bumper is an example. I'd love it if you want to add your own personal spin, but I'd love to make sure the main tagline and title are left intact.

Thank you in advance for what is sure to be an incredible podcast.