

Wisconsin Business Owner Interview Script

Preparation to Interviewee:

Thank you for agreeing to an interview in our Wisconsin Business Owner Interview Series.

We encourage you to loosely practice replying to the following questions. You may jot notes and bring them with you.

We will meet at least 30 minutes before shooting begins.

Meeting time:

Shooting time:

Date:

Location: 22603 West Main Street, Sussex Wisconsin
Phone: 262-820-8201 Toll Free Phone: 800-747-3399

DRESS: Please wear solid colors, preferably dark.
Casual or business dress, your choice.

Series Introduction

Welcome to Wisconsin Business Owner Interviews, shown at www.WisTube.com.

Interview Questions

Where and when were you born?

What did your parents do' in what kind of circumstances were you raised?

Siblings?

Where'd you go to school.

Elementary

Secondary

College

Graduate School

Other notable education

What kind of kid were you growing up?

Who was your biggest Influence growing up and why/how?

Are you married? Do you have (plan to have) children?

What was your first job?

Job experience through school years...?

Your first job in current industry?

Other notable positions?

History with current firm, how did you come to your current position?

If you started the business, what were the circumstances of start up?

Given your experience, what would you do differently?

Describe your business (30 second commercial):

Are you in a rising, static, or falling industry? How so/why?

How is technology affecting, and most likely to affect, your industry?

What is the biggest hurdle in landing new business?

What new factors are most likely to affect your industry and company in the next couple years?

And in the next five to ten years?

Your favorite book: for business? For pleasure?

What media (periodicals, blogs, newsletters, etc.) do you read and recommend to those in your industry?

Please describe any community or business affiliations you have (e.g. Coaching, Service Clubs, Place of Worship, Boards, Community Service, etc.)

What are your favorite leisure activities?

Nine of the ten questions by Bernard Pivot that host James Lipton uses of Inside the Actors Studio asks every guest are:

What is your favorite word?

What is your least favorite word?

What turns you on creatively, spiritually, emotionally?

What turns you off?

What sound or noise do you love?

What sound or noise do you hate?

What profession other than your own would you like to attempt?

What profession would you not like to do?

If Heaven exists, what would you like to hear God say when you arrive at the Pearly Gates?

Thank You _____ of _____ for being our guest, and thank you to our viewers for watching.

This has been installment ____ of our series. I'm Keith Klein Please Join us again.

CREDITS

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