

# PODCAST EPISODE PRODUCTION:

## Phase 1 & 2: Episode Purpose & Planning – Information Gathering Document for The Business Marketplace Podcast

Please answer the following questions as best as you can.

- **An overview of the services (and/or products) you offer.**

**we import and retail unique products from around the world with a focus on himalayan salt lamps, himalayan salt products, crystals, soy candles, room sprays, essential oils and difusers with the goal of everyone becoming part of our live better community.**

- **What would you say are the distinguishing elements of you and your products/services?**

**distinguishing elements are that we are an importer that deals direct with the public so there is a high level of value but more importantly because we source the products and brand them ourselves they are of the highest quality. we also beleive in giving our clients the forever exotic experience.**

- **When thinking about your ideal client (and him/her listening to your message) what are some of the positive key emotions you want to evoke in him/her?**

**we want to tap in to the frustrations of living in the modern world and their nuturing side so they can guard against the eletromagnetic smog and help their familys health and wellbeing by becoming part of the live better community.**

- **What is the ultimate service (i.e. program / product) you want to create desire around in your podcast interview?**

**call to action would be to come to one of our outlets and talk to us about our products gain more information make an informed decision about which products suits their needs the best and purchase those products. alternatively go online to glean that information and purchase online.**

- **Do you currently have an Opt-in or free giveaway (as part of your list building and lead generation strategy)?** If so, please attach when you return this completed document, or include a link to where I can access and review it.  
we give away an 8-10 kg salt lamp every month via a competition.

- **Who is your ideal customer – including:**

- What do they struggle with that is keeping them stuck from achieving their goals? [What are the typical words and phrases they use to describe their struggles?]

some one who is tired, clogged up. has allergies and so does members of their family.

- What do they desire (want) in terms of goals/outcomes?

better health and wellbeing so they can do the things they really want without hinderances and just feel better.

- **Thinking about your ideal client, what are the typical concerns (i.e. excuses) that would stop them from investing in working with you?**

- Example: "I can do it myself." "I can't afford it." "I'll get around to it."

skepticism about the products and how blocks of salt can do so much.

- **Are there any specific key words and phrases you would like to incorporate throughout your podcast interview?**

live better community, health and wellbeing, electromagnetic fields. asthma, hayfever.

- **Do you have any articles/blog posts I can review?**

Please provide links:

10. **Is there any other information you'd like me to know?**

	Benefits our listeners will gain from listening to you:
1.	gain true confidence in our products and what they can do
2.	help them become part of a community that is about supporting them and their needs
3.	better health wellbeing energy and more freedom to do what they relly want

One of the things our team does as part of the promotion of your show, is to send out your quotes with the link back to your show. With that in mind, what are 3 to 5 quotes (things YOU say about your topic of expertise) we can use – add them below:

	Your quotes (make sure they are created by you and not quotes someone else has said: Keep it short, tight and to the point if you can. Thank you!
1.	like washing yourself with the ocean
2.	most important thing to human survival is air without it you are dead in three minutes
3.	the science of nature

Do you have relevant statistics\* / information of interest or websites of interest that will help us prepare for your interview?

\*When providing statistics please include references/web links so we can use these details in our show blurb and/or show itself.

	Suggested resources   statistics and relevant links
1.	
2.	

Along the promotion that The Business Marketplace will roll out - the Ambitious Entrepreneur Podcast Network's goal is also to promote the show globally through our social media channels. If you would like to support us in doing this – please do!

My Twitter handle is: @AnnemarieCoach ([www.Twitter.com/AnnemarieCoach](http://www.Twitter.com/AnnemarieCoach) )

Ambitious Entrepreneur Podcast Network Twitter handle is: @TheAmbitiousPod ([www.Twitter.com/TheAmbitiousPod](http://www.Twitter.com/TheAmbitiousPod) ). Our Facebook Page is: <https://Facebook.com/TheAmbitiousEntrepreneurShow>

Feel free to connect! You can then retweet my messages about your show.

We look forward to receiving your profile. Please return to: [info@annemariemcross.com](mailto:info@annemariemcross.com)

**IMPORTANT NOTE:**

We assume that by completing and returning this Guest Profile, you give your permission for your interview to be recorded and used as part of our normal programming, which will be distributed on the internet. Your show may also be used for promotional purposes and/or information products created by the Ambitious Entrepreneur Podcast Network and/or its representatives.

Please type your name below to confirm you have read and agree with the above.

I agree: \_\_yes\_\_\_\_\_

Thank you!

The team at: The Ambitious Entrepreneur Podcast Network