



Media Questions for Author Debbie Allen

Topic of Book: Success Is Easy

Thank you for engaging Debbie Allen as your featured guest for the upcoming show. Simply choose from the list of questions below that best fits the direction you wish to take the interview. And of course, feel free to improvise in some areas and make the interview your own as well. Debbie's great at following your lead and having fun with the interview.

Guest Introduction:

Debbie Allen is an internationally-known expert and professional speaker who has presented before thousands of people in 28 countries. She is ranked as one of the top 5% professional women speakers worldwide and is a bestselling author of nine books, including her latest book that we are going

to talk about today ... *Success Is Easy: Shameless No-Nonsense Strategies to Win in Business* published by Entrepreneur Press and featured in Entrepreneur Magazine.

Debbie is an award winning entrepreneur who has built and sold six million-dollar companies in diverse industries. And as a small business consultant, she supports her clients by helping them position their business for more success with ease.

Media Questions: Select the Questions That Best Fit the Theme or Direction of Your Show ...

1. In your book you say that most of us are taught to believe success is challenging and hard. And that can be a huge disappointment to grow up and finally realize that much of what we've been taught about achieving success was simply bad advice. Tell us what you mean by that ...
2. One of the things that I found so important when reading this book was that we must all define our OWN success. Why do you feel this is so critically important?
3. In your book you say that success is actually easier than failure. Rarely do you hear someone say that. Do you believe

that a lot of people have false beliefs around the concept of success?

4. In *Success is Easy* you talk about having a limiting mindset, and you say that people with limiting or negative mindset often fall into *The Lame Excuse Zone* ... LOL, I just love how you really tell it like it is in this book. Can we talk about some lame excuses people make up about why they can't be successful?

5. You say that we often take on lessons about success early on from our parents ... were your parents successful entrepreneurs and is that how you learned to become successful?

6. There is something you mention in your book that I found quite insightful ... that it that they don't teach us how to deal with failure in school. You get graded, but that's it, you either perform or you don't. Right? Let's talk about that, and also talk a bit about how you can use failure and mistakes to actually become more successful ...

7. Can you share some lessons that you've learned from one of your biggest failures?

8. Can you give us some ways to help our listeners overcome the fear of failure if they are stepping into a new venture or trying something new?

9. The sub-title of your book is "Shameless No-Nonsense Strategies to Win in Business" ... and I know after reading your book that the word shameless here means shameless self-promotion because you wrote an entire chapter on this topic tell us more about that and why you believe in it so strongly ...

10. I also really enjoyed chapter six in your book entitled ... Get your ASK in Gear that talks about the power of asking. You said that this book may have never been published if you hadn't used this one strategy of ASKING ... tell us how that happened and also how we can use 'asking' to become more successful ourselves ...

11. You say that success is easy when you have the right mix of skills and traits ... so are you saying there is a recipe for success?

12. One of your quotes in this book is "If success is not coming easy to you, you're not going about it the right way".

You talk a lot about building a strong foundation for your business from the start. Tell us more about that ...

13. If you only had one question to ask a new business owner that came to you for advise ... what would that be and why?

14. You talk about focus as a high priority to succeed in business. And you also mention what throws most people off is what is called 'The Squirrel Syndrome' ... LOL can you tell us what that is?

15. When you talk about setting goals, you say that you must understand what drives you to achieve those goals from the start or you won't remain motivated to achieve it. Do you think that people are driven to achieve goals for different reasons at different times in their lives?

16. You say that action is the secret to manifesting the life and success we want ... and that there is such a thing as the Law of Action ... can you tell us more about that ...

17. You say that perfectionism is the killer of success ... why is that?

18. Now that we've talked about action ... what's the difference between simply taking action, and taking strategic action?

19. We all know that to get ahead in business we need to take a certain amount of risk ... do you feel that taking bold risks is helped make you successful?

20. You say that one of the best ways to speed up your success is to be guided. Where you guided from the start ... how did you find mentors to support you?

21. In the chapter about growth you talk about the 5 Defining Stages of Business Growth. I found this really interesting ... please share those different stages of growth with us ...

22. I love this quote that you said in your book, "Embrace the unknown, shake things up, and be willing to rock the boat and be shameless in your pursuit of change." Tell us your meaning of this ...

23. You talked about your grandmother Bernadette in the book and said she has always been your inspiration for

change. Can you tell us about how she was able to change her life even at the age of 85?

24. You say that success is largely determined by the choices we make ... and that being more decisive will help you win in business and in life. Tell us more about that ...

25. We all know that perseverance will help you achieve success, but can you give us some shameless no-nonsense strategies to overcome obstacles when they get in the way of achieving our goals?

26. Share with us the most challenging time in business that you've ever had to experience and how you overcame that huge obstacle ...

27. Although you say that you were a poor student in school way back when what turned you into a lifelong learner, why is that important once you already achieved success?

28. You say that the power of influence and communication is a powerful skill that has dramatically changed your life and your income. Can you explain why?

29. You say that sales and marketing go hand-in-hand in business. Do you believe that to become successful you need to be good at both sales and marketing?

30. Delivering wow moments ... I love this. You say this is an excellent way to set yourself apart in business. Explain how that works when it comes to delivering great customer service and how you will differentiate yourself for your competition by doing this ...

Wrap Up Comment ... Lastly ... how can our listeners continue to learn more ... how can they find your book and learn more about you?

Go to ... SuccessIsEasyBook.com to watch Debbie's behind the scenes videos and interviews about the book and from there you'll discover the links to all the online book stores where you can order your copy of the book.

And learn more about Debbie's business consulting and live events at DebbieAllen.com