



Thanks for agreeing to participate on *The Biz Call* podcast. This is your totally free chance to plug your business in one 20 minute episode, so that others can hear about your business! It's one easy phone call where you answer the 15 questions about your business, which are provided to you below (instead of putting you on the spot). The call is recorded, not live, so our editors will make you sound like a pro.

By making the call, you're agreeing to allow us to record and broadcast your call on *The Biz Call* podcast. You'll also be eligible to join *The Biz Call* e-mail discussion list, where business owners like you can do business with each other.

Here are the questions you'll be answering. Look them over and get comfortable with them. Then let's do a call that everyone can hear and learn about your business.

1. What's your name?
2. What's the name of your business?
3. Describe your business in one or two sentences.
4. What's your revenue model?
5. Are you brick & mortar, online or both?
6. How did you decide to get into this business?
7. Why would customers choose you over your competition?
8. What's the exit strategy/long term goal?
9. What are you doing to increase your business?
10. How do you measure your marketing success?
11. Are you profitable?
12. How many employees do you have?
13. What's been the best decision you've made so far?
14. What's been the worst decision you've made so far?
15. What would you like to add?

Recap: Name of the business, URL for more information, any special deal for listeners?