



## **Founders Future Podcast | Powered by Closers.io**

### **Guest Pre-Briefing Document**

Thank you for agreeing to be a part of the Founders Future podcast, powered by Closers.io. We're excited to have you share your journey and insights with our audience. This document will help you prepare for our conversation and ensure we deliver valuable content to our listeners.

### **About Closers.io**

Founders Future is a sub-brand of Closers.io.

Closers.io is a dynamic sales solutions company that has revolutionized revenue growth for Coaches, Agencies and Consultants through our Sales Team Accelerator (STA) program.

We install proven sales and marketing systems and playbooks that enable Coaches, Agencies and Consultants to scale in a predictable and repeatable manner.

Our STA program provides comprehensive training, proprietary systems, effective processes, and top-tier talent to help high-potential businesses generate more demand and win more revenue consistently.

The Founders Future podcast is an extension of our mission to share insights and strategies for business growth and success.

### **Podcast Overview**

Name: Founders Future (Powered by Closers.io)

Format: One-on-one interview

Duration: 25-30 minutes

Focus: Founder journeys, growth challenges, and future scaling strategies

### **Interview Structure**

Our conversation will flow through three strategic segments:

### **1. Your Founding Journey (7-10 minutes)**

- Your background and the story behind your company
  - The specific problem you identified in the market
- Key pivots and decisions that shaped your business

### **2. Current Business Model & Challenges (10-12 minutes)**

- How your business operates today
- Exploration of your sales and marketing approaches
- Discussion of current challenges and bottlenecks to growth

### **3. Vision & Growth Strategy (7-10 minutes)**

- Your roadmap for scaling the business
- How you plan to overcome identified challenges
- Your vision for the future of your company and industry

## **Example Questions**

### **Part 1: Founding Journey (7-10 minutes)**

- Can you take us back to the beginning - what specific problem inspired you to start [Company Name]?
- Walk us through your offer evolution. How has what you sell and who you sell to changed since you started?
- What was your background before launching this business, and how did that experience influence your approach?
- Many founders face a moment where they almost gave up. Did you have one, and how did you push through it?
- What's one misconception people often have about your industry that you'd like to address?

### **Part 2: Current Business Model & Challenges (10-12 minutes)**

- Could you walk us through how your business generates revenue today? What's your core offer and pricing model?
- How are you currently acquiring customers? Which channels or methods have been most effective?

- What does your sales process look like from initial contact to closed deal?
- What's your biggest bottleneck to growth right now - is it lead generation, sales conversion, fulfillment capacity, or something else?
- If you had to identify the one thing that, if solved, would make the biggest impact on your business growth, what would it be?
- How is your team structured today, particularly your sales and marketing functions?

### **Part 3: Vision & Growth Strategy (7-10 minutes)**

- What are your top priorities for growing [Company Name] over the next 6-12 months?
- What specific revenue targets are you aiming for, and what do you see as the key drivers to reaching those numbers?
  - If you had unlimited resources, what would you implement or change immediately to accelerate growth?
- How do you see your industry evolving in the coming years, and how is [Company Name] positioning itself for that future?
- What's currently preventing you from scaling faster, and how are you addressing those challenges?

### **Closing Lightning Round (2-3 minutes)**

- What's one tool or resource that's been game-changing for your business?
- What's the best piece of advice you've received about scaling a business?
- What advice would you give to founders who are just starting their journey?

### **What to Prepare**

- A clear, concise explanation of your business model and core offering
  - 2-3 significant challenges you've faced or are currently facing
  - Your current approach to sales and marketing
- Your vision for growth and any specific targets you're working toward
  - Any recent or upcoming developments you'd like to highlight

### **Technical Requirements**

- We'll be recording via Zoom
- Please ensure you have a stable internet connection
- Use a good quality microphone if possible (headset or external mic preferred over built-in computer mic)
- Find a quiet space for the recording to minimize background noise
  - Consider using a neutral or branded background

### **Additional Notes**

- The podcast will be published on Spotify and distributed across various platforms.
- We typically release episodes within 7 days of recording, although this timeline may vary based on our editorial calendar.
- Following the podcast, a member of our team may reach out to continue the conversation around any business growth opportunities we identified during our discussion.

We look forward to a great conversation! If you need any additional information or have any questions, please don't hesitate to reach out.

Best,

Founders Future Podcast  
[www.closers.io](http://www.closers.io)