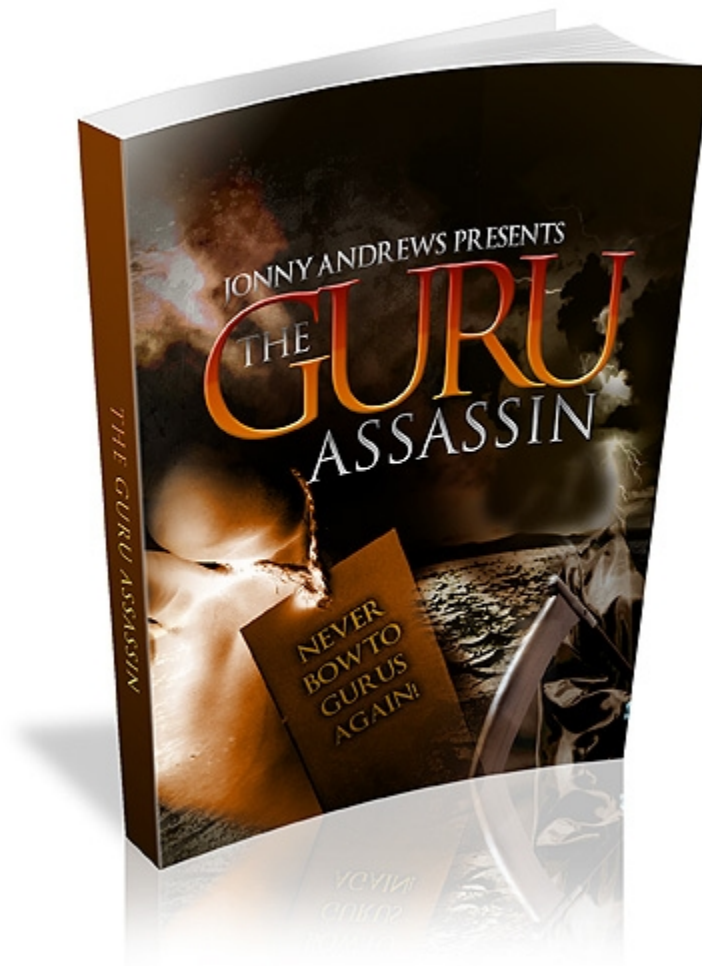


Interview Question Ideas:



Note: You should edit these to fit your market AND you should NEVER give them all at once... try to stick with 10. Also, these are simply suggestions. You do not need to use them exclusively.

Note Part II: I have provided these in a written interview format, you can just as easily use them with a phone/live interview.

1. Can you give us some background on yourself? Name (first and last, and a picture if you want your pic included), location. Tell us a bit about yourself, and warm yourself up in this intro.
2. Where (what occupation) did you come from, what was your experience before you got started online in this online marketing niche? (1-2 paragraphs)
3. Please give our readers some background on what your latest (online business) site is about? (1-2 paragraphs).
4. How did you come up with the idea for this kind of (online business) business?
5. How did you first get started on the internet? Do you remember what your first website was (doesn't have to be the current (online business) website)?
6. Why did you decide to start your own (particular type of: PLR, copywriting, affiliate, adsense) business? How did the revelation, so to say, come upon you
7. Besides this business website (related to #6), do you operate any other websites, either for income or just for fun?
8. How much did you spend to get your site up and running, and how many hours of work did it take?
9. So tell us, Did you do all of the product creation, design and programming yourself for the website, or did you hire it out? Do you use your own material, or do you use PLR? Which is better?
10. Who is your target market for your (online business) product site?
11. You are now making a great monthly profit (I assume), how long did it take you to reach profitability with the site?
12. Do you operate the site yourself, or do you have employees?

13. Can you give us an estimate for the site today, in terms of your annual revenue and net profits? And how does your site generate revenue, banner ads, subscriptions, product purchases, etc....?

14. How much traffic does your site(s) get on an average day?

15. What kinds of ads do you run (banner, text, email, etc...), and how often do you run them?

16. Where and how do you advertise your (online business) website? On Larger portals such as Google.com a.k.a using SEO, or smaller more targeted niche sites?

16a. Can you give any examples on how you do it?

17. Do you collect email addresses from your visitors and/or customers for follow up marketing? If so, how do you collect them and why?

17a. How do you use this emails to convert them into buyers, i.e profits for you?

18. What are the three most important marketing strategies you use to operate your info product site?

19. Do you place emphasis on free advertising or paid advertising? If both, what percentage for each?

20. Do you do any offline promotions for your site such as newspaper ads, magazines, etc?

21. Did you use any software products to create your site (html editors, autoresponders, etc...)? If so, what programs are you using? Do you outsource them out?

22. How many hours per week does it take on average to operate the business?

23. Can you give us an idea of your average work day? I assume you wake up, get some breakfast, then what do you do.....? (just a filler question)

23a. Just to make sure you're the original IMer: what comes first, the chicken or the egg? (just a filler question)

23B. If you got a chance to re-do from the start, what will you change/ include/ exterminate? (filler question)

24. Do you see any unique challenges for other businesses in this iproduct market? If so, what is it, and how to overcome it. Advice

25. What is the biggest mistake one can do when they start their own product website? You can list either only one, or multiple advices

26. Why do you think your site has become so successful? (Brag session ;-)

27. Any proud achievements that you encountered in your online business. Care to share?

28. Can you tell us about the single most important thing you have learned in the process of running your own business, generally speaking (not just this product website)?

29. What mistakes do you see other online business owners making that you know is a business killer?

30. Do you have any advice for those just starting out and looking to make a living online in doing your products line?

31. If someone want to find you, how they can do so. (chance to put your website details, and your latest promo)

32. Thank you for your Time, in answering all this questions.