



## Interview Structure

1. Introduce yourself: Give your background story. A look into your history
2. WHY did you choose your “field“ (Permanent Makeup, Esthetics, Nails, Lashes ect.)
3. HOW did you get started? Was it difficult? Did you have the money or have to invest?
4. WHY did you choose to go into business for yourself? What is your STORY, your WHY?
5. HOW did you start? Were you saving up until you could do it? Did you just leap and learn to fly on the way?
6. What were some of your UPS & DOWNS of being an Entrepreneur?
7. How is business now? Are you still growing and learning?
8. Bust a Myth in your Niche
9. What is your TOP TIP in your Niche?
10. What is your TOP BUSINESS TIP?