

THE CLUB

FREE RESOURCE — THE CLUB MCR

10 QUESTIONS THAT MAKE GREAT INTERVIEWS.

For business owners, coaches and creators who want conversations their audience actually remembers — and shares.

WHY QUESTIONS MATTER

Great Questions = Great Content

The best podcast interviews aren't scripted — they're guided. Your questions are the framework that helps your guest tell their best story. These ten are designed specifically for business owners, coaches and creators. They open up real conversation, reveal genuine insight, and give your audience content they can actually use.

01

The Origin Story

"What was the moment you decided to go all in on this?"

This bypasses the rehearsed elevator pitch and gets to the real turning point. Guests reveal their vulnerability and drive — which is what audiences connect with most. Shows like *How I Built This* and *Diary of the CEO* are built almost entirely on this question.

02

The Honest Struggle

"What almost made you quit — and what kept you going?"

Every business owner has a rock-bottom moment. Asking about it directly gives permission to be honest and human. The answer is almost always the most memorable and shareable part of any episode.

03

The Contrarian Take

"What's a widely held belief in your industry that you completely disagree with?"

This generates genuine opinion rather than safe answers. Considered contrarian views are what get clipped and shared on social media. It positions your show as a space for real thinking.

04

The Practical Gold

"If you had to start from scratch tomorrow with no contacts and no money, what would you do first?"

Strips away theory and forces genuinely actionable advice. Coaches and early-stage founders in your audience will pause, rewind, and take notes during this answer.

05

The Mindset Reveal

"What do you know now that you wish someone had told you five years ago?"

Reflects hard-won wisdom rather than theoretical knowledge. Coaches especially thrive with this question — it positions them as someone your audience genuinely wants to learn from.

06

The Future Vision**"Where do you see your industry in ten years — and where do you fit in it?"**

Establishes genuine thought leadership. Gets guests talking with real authority about their space, which builds both their credibility and yours as a host of a serious show.

07

The People Behind It**"Who has had the biggest impact on how you think about business — and what did they teach you?"**

Reveals values and influences in a way that goes beyond the standard mentor question. Often leads to a storytelling moment that is genuinely moving or surprising.

08

The Defining Decision**"What's the most important decision you've ever made in your business — and what was the alternative?"**

The 'and what was the alternative?' part is what makes this question. It forces reflection on the road not taken, creating natural tension. Business owners rarely get asked this directly.

09

The Real Metric**"How do you actually measure success — beyond revenue?"**

Business owners and coaches often have surprising answers here. It reveals character and gives your audience a more human picture of what success looks like in practice.

10

The Powerful Close**"What do you want someone listening right now to actually do differently after hearing you today?"**

Ends the episode with a direct call to action from the guest. Gives your audience specific next steps and makes the whole conversation feel purposeful rather than just interesting.

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