



Suggested Interview Questions for Martha Hanlon and Chris Williams

1. Why did you write *Customers Are The Answer to Everything*? (Answer takes 2 minutes)
2. Why do we need to speak to and act with customers in a new way? (1 minute)
3. What is this “mystery” around customers that needs to be unraveled? (1 minute)
4. What has changed to make small businesses do things differently? (1 minute)
5. Are the market conditions different for large businesses than small? (2 minutes)
6. Who should read *Customers Are The Answer to Everything*? 30 seconds)
7. What will they get from it that they haven’t already from other books? (1 minute)
8. What’s the biggest mistake that small businesses make? (1 minute)
9. If they only did three things, what should small businesses adopt? (30 seconds)
10. What stories can you share of businesses that have used your method? (1 minute)
11. Where can I get the book? (20 seconds)
12. Can I get a digital version and a paperback edition? (10 seconds)
13. Is it just the book or are other resources and materials included? (30 seconds)
14. What can we do as consumers to help small businesses? (1 minute)
15. Can you explain this “push” and “pull” marketing thing? (30 seconds)
16. What is Small Business Thursdays? (1 minute)
17. How can people get in touch with you personally? (30 seconds)



Martha Hanlon
Small Business Expert



Chris Williams
Small Business Expert

Contact Us Today to Book **Martha Hanlon and Chris Williams** for your next event.

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