

# State of the Union Interview

## Interview Data:

Interviewer's Name: **Jim Edwards**

Publication / Project Name: **I Gotta Tell You Podcast**

Expert's Name: **Armand Morin**

Target Audience (SINGULAR): **Entrepreneur**

Target Audience (PLURAL): **Entrepreneurs**

Keyword Theme of the interview: **Online Business**

Topic of the Interview: **the opportunities for entrepreneurs to succeed now as opposed to in the past**

Payoff Of The Interview (For Target Audience): **How to succeed in online business despite an ever-changing and seemingly overcrowded landscape of tools, technology, and choices.**

Call To Action of the Interview: **Armand Morin's Learn University at [LearnUniversity.com/jim](http://LearnUniversity.com/jim)**

## Introduction

Hi everyone and welcome to the **I Gotta Tell You Podcast**

(Today's interview is sponsored by **Armand Morin's Learn University at LearnUniversity.com/jim**. Helping **Entrepreneurs** with **How to succeed in online business despite an ever-changing and seemingly overcrowded landscape of tools, technology, and choices** and other important **Online Business** topics. Check out **Armand Morin's Learn University at LearnUniversity.com/jim** for more.)

My name is **Jim Edwards** and today I'm talking with **Online Business** Expert **Armand Morin** about **The state of online business today and the opportunities for entrepreneurs to succeed now as opposed to in the past**.

Welcome **Armand Morin!**

**Armand Morin** is a well-known expert on the subject of **Online Business** and has graciously consented to this interview to share extensive knowledge and experience so every **Entrepreneur** can understand **How to succeed in online business despite an ever-changing and seemingly overcrowded landscape of tools, technology, and choices**.

**Armand Morin**, thank you again for agreeing to this live interview.

Let's just jump right in so you can share where things are right now and where you think they're heading when it comes to **Online Business**.

I know that a lot of **Entrepreneurs** want to know what you think about what's going on and the opportunities and challenges they face moving forward.

## Questions

I have a few general questions first about your background and experience in the field of **Online Business** so the **Entrepreneurs** in our audience can understand who you are and where you're coming from.

*2 min*

Then we'll jump into your thoughts about the "State of the Union" when it comes to **Online Business** so our audience can understand where we are and how to move forward.

- ✓ 1. Could you tell us a little about yourself in terms of background, education and experience in **Online Business**?
- When did you get started? *1996 Wild West*
  - What kinds of things have you done / experiences have you had in **Online Business** that is relevant to our audience of **Entrepreneurs**? *Figure it out on own*

So you've obviously "been around the block" when it comes to this topic!

- ✓ 2. What major changes have you seen in **Online Business** since you got started?

*Look & feel! Google / FB "Branding"*

3. What are some subtle or gradual changes you've seen over that time that most **Entrepreneurs** may not have even noticed? *Visual separate squeeze page images*  
*Chunking things down more graphics*

Now, let's talk about the state of things right now in the world of **Online Business**.

4. How would you characterize the "State of the Union" when it comes to **Online Business**?  
Where are we right now? *Flux = old school, new school, more advanced, focus*
5. Where are the big challenges right now? *NO BUSINESS*
6. Where are the big opportunities in **Online Business** that many **Entrepreneurs** might be missing? *RECURRING INCOME*
7. Where should people focus their efforts if they want to succeed in both the short and long term? *LEAD GEN, SALES, UPSILLS/REVENUE, ONGOING PROMOT*
8. ~~Where do you see **Entrepreneurs** making mistakes or missing the boat so to speak?~~
9. What major events or developments do you see on the immediate future for people when it comes to **Online Business**? *TECH FB-NOTES SHORTCUTS!*
  - a. What are the things and events or who are the people shaking things up right now?
  - b. OR, do you see things staying pretty much the way they are for the foreseeable future?
  - c. Any specific areas you see where things are going to get shaken up, have a major impact, or shape the future?
10. What do you see on the long-term horizon for **Entrepreneurs** or **Online Business**? Any big shifts coming that we need to be aware of? *Communication = email*
11. Is there anything else I haven't asked you about "The State of the Union" for **Online Business** that you think is important and want to share?

## Conclusion

Thank you **Armand Morin** for a great interview. I'm sure all the **Entrepreneurs** in our audience learned a lot of new information about the state of **Online Business** today and how it impacts them directly and indirectly. So thank you very much for sharing your expertise and experiences so graciously.

Can you tell us a little bit more about **Armand Morin's Learn University** at [LearnUniversity.com/jim](http://LearnUniversity.com/jim)? Specifically how does it help **Entrepreneurs** with **How to succeed in online business despite an ever-changing and seemingly overcrowded landscape of tools, technology, and choices**? *ADAPT -> DOESN'T HAVE TO BE VERBATIM. KEEP CONVERSATIONAL!*

So again, thank you **Armand Morin** for sharing with us... and thank YOU all the **Entrepreneurs** in our audience for joining us for this amazing presentation on the current state of **Online Business**.

So again, I'm **Jim Edwards** and thanks for joining us on the **I Gotta Tell You Podcast**.

I'd like to invite you to check out **Armand Morin's Learn University** at [LearnUniversity.com/jim](http://LearnUniversity.com/jim) today for more on how YOU can succeed with **Online Business**.

Have a great day!

## Additional / Supplemental Questions (If Needed)

- What are some **Online Business** tools or resources you think have become or are becoming obsolete? What or who is on the way out?
- Where do you get your **Online Business** news? How do you stay up-to-date without getting overloaded?
- Where do you see **Entrepreneurs** wasting a lot of time in **Online Business**?
- Where do you see the overlooked opportunities in **Online Business** right now?
- Who are the big players in **Online Business** everyone should pay attention to?
- Which people or tools in **Online Business** do you see becoming much more important in the near future?
- How would you sum up everything we discussed today in a few final thoughts and advice to all of our listeners/readers?