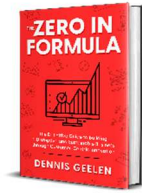


# SAMPLE INTERVIEW QUESTIONS



1. Dennis, do we really need another business strategy book? How is this one any different than others?
2. According to you, what are the 2 main factors that cause most businesses to fail?
3. In the Netflix documentary 'The Social Dilemma', the narrative is that these big social media giants know TOO MUCH about their users. Aren't they customer centric? Isn't this a bad thing?
4. In your opinion, why have some businesses survived (or even thrived) during COVID19 while others were forced to close their doors?
5. Which businesses or industries should be taking this most seriously? Which ones should have had their eyes opened due to COVID19?
6. How do so many businesses make the mistake of thinking marketing is where they need to have their primary focus?
7. What are some tips for businesses to be more customer centric?
8. What are some tips for businesses to be more innovative?
9. What happened when David Chilton (The Wealthy Barber) called to talk about promoting the book?

Contact Dennis Geelen for an interview at [1-705-821-1201](tel:1-705-821-1201) or by email at [dennisgeelen@live.com](mailto:dennisgeelen@live.com)

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