

Guest Welcome Packet

2021-2022



- TECHNOLOGY
- HEALTHCARE
- TELECOM
- CONSUMER STAPLES
- INDUSTRIALS
- UTILITIES
- FINANCIALS
- CONSUMER DISCRECTIONARY
- REAL ESTATE
- MATERIALS
- ENERGY

Welcome!

Thank you for joining the Southern California Business report and its listeners & viewers. In order to ensure we highlight and incorporate the most updated information available, we ask that you please provide the following:

Guest Name: Gracie Torres Guest Email: gracietorres.wmwd@gmail.com
Guest Phone: 9519708692 Guest Website: gracietorres.com

1. Reply to sender with attachment of hi resolution head shot and/or logo and condensed bio (preferably up to 150 words) as well as a link to an extended version, for listeners who may be interested.

2. **A Zoom invitation link will be sent to you for the test connection / pre-interview (typically conducted 1 day prior to the live show at 1:30pm, please include on calendar) as well as a Zoom invitation link for the LIVE show.** It is recommended that you conduct an Internet Speed Test (Speed Test: Once you click on this link [Speedtest.net](https://www.speedtest.net) a circle with GO will display. Click on GO and the calculator will run and give you the UPLOAD & DOWNLOAD Internet speed.)

3. Please email results for data for Up & Down Speed from the Speed test as indicated above, to KMET Programs at **programs@kmet1490am.com** no less than 24 hours prior to show date and copy **yvette@premier-ie.com** and **bill@kmet1490am.com**.

All guests using the telephone must call into the radio station at **951-922-3532**.

Sample Questions

1. Tell me about a patient that touched your heart, and tell me about a patient that changed your practice.
2. What makes you feel inspired or like your best self?
3. What is one thing that your program did for your client/patient that you didn't expect?
4. If you could have a billboard with anything on it, what would it be and why?
5. If you could turn back the time and talk to your 18-year old self, what would you tell him/her?
6. If in 150 years sciences fails to save us & all that is left is a book about your life....What would the title be and what would the blurb tell us about "INSERT NAME".
7. What does being "Ridiculously Human" mean to you?
8. If you had \$100 million to spend on health tech and no red tape, how would you spend it?
9. What's the most important thing you've learned in your life? What was your life like before learning it? What was your life like after learning it?
10. If I could remove all barriers and constraints what project would you do and would you want to be known only by that project?
11. What is the best compliment you have ever received?
12. How would your parents describe what you do for a living?
13. If you could have dinner with any 3 people of the past or alive today who would it be and why?
14. What would you pick for a last meal?
15. What's the biggest challenge you have with your specific role right now and how are you going to overcome it?

16. What's the biggest surprise you've had in the last few months and why?
17. If you had an extra \$X,XXX of budget...how would you spend it and why?
18. How do you continue to learn in order to stay on top of things within your role?
19. What's been the biggest failure in the last year and why do you think that happened?
20. What's the biggest area (related to your role) you are curious about and why? Or, what are some of the things you're researching the most right now?
21. Looking at your journey, what would you say, were your 3 greatest fears/challenges? How did you overcome those fears/challenges?
22. What would you say are the top 3 qualities that an entrepreneur requires to be successful?
23. What has proven to be the best way to develop or strengthen those entrepreneurial qualities and what do you say to those that say "I have a & b but not c" ?
24. Tell us. How does holding the world record in sit ups (or seemingly unrelated achievement), fit into the landscape of entrepreneurship?
25. What is your process for developing goals and taking the next step in your journey?
26. What has been the most unexpected, yet valuable experience to have positively impacted your career?
27. As a professor, what do you see as specific trend or focus in those that take your course?
28. If you could wave a wand and instill in your students (patients or audience), three qualities, what would they be?
29. In 5 words or less, what do you say to anyone looking to take the entrepreneurial (guest segment) journey?

Thank You!

The Southern California Business Report is a show dedicated to highlighting successful businesses and the people behind them in Southern California. Businesses featured will include all sectors of our economy, including: food, entertainment, automotive, healthcare, technology, and much, much more!

From San Luis Obispo to San Diego, Yvette Walker will be interviewing the incredible people behind these businesses that range from awe-inspiring sole proprietors to world-renowned organizations.

The Southern California Business Report, with a broad-coverage area with access to millions of Southern Californians, can be heard “live” on ABC News & Talk and viewed on TV anywhere in the world. View online with the click of a button. Download the app today for HD quality on your phone and devices.

We look forward to creating a great show and capturing a sterling snapshot of who you are, and sharing your story with the Southern California Business Report audience.

Tuesdays | 4pm-5pm

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**SOUTHERN CALIFORNIA
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REPORT**

YVETTE WALKER