

MEDIA INTERVIEW SUGGESTED QUESTIONS

for Margaret Shepherd

1. What's the history of the Visionbuilders work and why did you create it? Don't we have enough success systems out there? What makes the Visionbuilders work different?
2. You have an unusual background. You have an MBA and years in corporate consulting and training, you've been a successful entrepreneur and you are an ordained minister. How did that strange stew produce the Visionbuilders work?
3. You say Visionbuilders have Panoramic Success, what does that mean and why would I want it?
4. What exactly is a vision? How is it different from a goal or a dream or an intention or a brainstorm?
5. You say an authentic vision has special power – how does that work?
6. You say we are all “hardwired for success” but we went to “Failure School” – what do you mean and how does that affect us?
7. You teach that success is natural and failure is learned. What do you mean?
8. You teach that the keys to success are Vision, Mindset, Self-mastery and Whole-brain skills. Tell us more about those keys.
9. Many of us have tried for so long and in so many ways, and still failed to create our personal or business visions, why is it so hard?

10. This is a tough economy, how can the Visionbuilders skills help someone struggling to make ends meet?
11. What's a "Happy Brain" and how does that help me succeed?
12. You say that it's our Fears not our Flaws that keep us from success. How so?
13. What are some success stories of people who have used the Visionbuilder's skills?
14. How have the Visionbuilders skills helped you personally in your life?
15. There are 9 visionbuilders skills. Give us an example of one or two and tell us how they work?
16. Will you teach us one or two of those skills right now?
17. You teach these skills to businesses, government, non-profit organizations as well as individuals. Does "one size fit all"?
18. You use the business concept of ROI or Return-on-Investment in your work. How does it help Visionbuilders?
19. The foundation Visionbuilders skill is STILLNESS. What does that mean and why is it so important? Is it the same as meditation or prayer or just thinking good thoughts?
20. Tell us about the "Vetting Your Vision" test. How would I use it?
21. How can the Visionbuilders skills help people's worklife? Can they make us more productive and happy at work? Can they help us find a new career or start an entrepreneurial dream?
22. Your latest book is THE VISIONBUILDERS' MANUAL. Tell us briefly why we should own it and how can we find out more about it?
23. In addition to THE VISIONBUILDERS' MANUAL you have an audio CD program about relationships called SANDPAPER TO SILK: Perfect

Partnerships All The Time, and an e-book about prosperity called CASH AND CONSCIOUSNESS: 21 Days to Prosperity. How would they help us?

24. You are a great believer in intuition, and intuition is one of the Visionbuilders whole-brain skills. You even teach something you call business intuition. Isn't rational, logical thinking better? Isn't rationality what makes humans superior to lower animals?
25. You say the Visionbuilders principles and skills have as their foundation the laws of physics, psychology, biology and systems science. Give us an example please!
26. You have lots of free information on your website as articles, video and audio, plus your weekly blog message TGIM: Thank God It's Monday. That website is www.visionbuildersinstitute.com. We can also find your regular posts on Facebook and Twitter. Your toll-free phone is 866-820-6604.
27. What is the most important message you want to leave us with today? What can we use right now that will help us most?