

Should I Stay or Should I Go?

By Mindy Diamond

10-Question Interview Template

1. What is the genesis of the title?
2. What is the purpose of the book? Who is it expected to best serve—and why?
3. After 30 years in the industry, why is now the right time to author a book? Has the need for information like this changed over time?
4. You're a recruiter. One might think this book is a pitch to advisors to transition. Is that the case?
5. Fill in the blank: An advisor who reads the book will come away with _____.
 - a. But why does that matter?
6. If an advisor has no intention of ever making a move, is the book still a worthy read?
 - a. What might they otherwise gain from it?
7. What are three key learnings an advisor might walk away with?
8. If an advisor only takes one thing from the book, what do you hope that is?
9. What did you learn – personally or professionally – from the journey of writing a book?
10. How can someone get a copy of the book?

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