

# Preparation for The IronMind Code Podcast



**Description:** The IronMind Code Podcast is a show dedicated to exploring “the winning mindset”. As an accomplished person in your field, you’ve found certain formulas or even ways of thinking that helped you to be successful. The show’s host, Dr. Richard Greene, will ask you to share stories about

your life/work experiences and how they have helped you to succeed.

The style is very informal and conversational. So, just relax and think of the interview as a conversation with a friend.

**Show Timing:** The show will be recorded and broadcast at a later date. Show interviews and recordings are done on Friday morning Pacific Standard Time. You will get a notification when the show will go live so that you can share the details on social media or with friends/associates.

## Preparation for the Show:

- Please make sure that you are in a quiet location for the show.
- Make sure to Shut off any phone or PC notifications. If you are using a PC to dial into the show, make sure you shut your mobile device off completely as even the vibrate setting will likely be picked up on the microphone.
- The show will be recorded using Zoom. You will be able to dial in via phone or use the link provided in your confirmation email. Plan to call in at least 5 minutes prior to handle the prep work.
- If you are using your computer or phone it is preferable to use a headset to get the best quality voice recording.
- Relax and have fun!

**Sample Questions:** Everyone has their own story. The best shows that people like to listen to are not rehearsed. But, that doesn't mean that you don't want to be prepared to answer a few questions that may be asked. To help you be prepared, listed below are some sample questions that might come up during your discussion with Rich. Think about the answers. Write them down if that helps to solidify your thoughts. You can use it as a memory jogger during the show. If you are asked a question that is similar to the ones listed below DO NOT ready your answers! Remember, this is just a conversation. It won't sound natural if you read them.

- How did you get started doing what you do?
- Did you always want to do this thing?
- What is unique about how you approach your business or life?
- Do you have a motto or credo that you live by? What is it?
- What are you passionate about?
- What do you do when you are really up against it?
- How do you motivate yourself?
- What do you wish you'd known when you started your profession?
- What projects are you working on right now?
- What does winning mean to you?
- What is your code? (i.e. success formula. This is Rich's signature question. He will ask it!)

**Additional Information Needed:** Rich will need some information from you in preparation to having you on the show. This will be used to introduce you and to do marketing for your segment.

Please email ([Rich@IronMindSuccess.com](mailto:Rich@IronMindSuccess.com)) him the following:

- Your Biography
- Headshot

If you need to contact Rich prior to the show for any reason, send him an email to [Rich@IronMindSuccess.com](mailto:Rich@IronMindSuccess.com) or call his office at 916-571-2944.

**\*\*Remember to have fun!\*\***



## About Your Podcast Host

**Rich Greene**  
**Keynote Speaker, Trainer, Ironman**  
**Triathlete**

Dr. Richard Greene is a 7-time Ironman Triathlete, performance expert, and business coach. His IronMan Sales Success Formula has been featured on ABC, CBS, NBC and Fox.

His client list includes Microsoft, Whole Foods, Target, JP Morgan Chase, CVS, Coors, The

Mayo Clinic and Coca-Cola among many, many others.

He has more than 30 years' experience as a successful sales professional across a variety of industries, helping his clients sell well over 100 million dollars in business.

As a researcher in the field of human potential, and University Business Professor, he's studied success factors of those that are the top in their industries, and developed systems that professionals use to create unparalleled success in their careers and in their personal lives.

His biggest breakthrough in discovering "the success formula" came from his work as a Masters Swim Coach, training triathletes to prepare for their Ironman races. He discovered that these athletes had a unique way of thinking about success and that their mindset was so powerful that it enabled them to face extreme challenges, and succeed where most other people would fail.

Dr. Greene has distilled the Ironman mindset into an elite executive training program called The IronMan Mind that can make your success unstoppable.

Most importantly, he found his mission of helping ordinary people do extraordinary things!

Rich resides in Sacramento, California with his amazing wife, two daughters, and his black lab Buster.