



PODCAST INTERVIEWS

Working with Phil M Jones

Everything you need to know
to make your job easy!

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philmjones
make more of your conversations count

Firstly, I'd like to say "thank you".

If you're reading this, then it looks like you've chosen to interview me for your upcoming podcast.

The least that I can do to return the favor is to make your stressful job as easy as possible by being a delight to work with.

That's why I've put the following together to give you all that you'll need to make everything run smoothly on recording day.

This includes my bios, details of what I'll need in preparation, and my speaker introduction.

If you have any questions or need any further help, then please drop Tara an email at tara@philmjones.com.

I'm looking forward to working together. Thanks a million!

A handwritten signature in black ink that reads "Phil". The signature is stylized with a large, looped 'P' and a cursive 'il'.

Phil M Jones

EXACTLY Like... Nobody Else

**Master of Influence and Persuasion –
Author of Seven Best Selling Business
Books, One Children’s Picture Book –
Producer of “Most Listened To” Non-Fiction
Audiobook of all time.**



Phil M Jones thinks and acts differently. His precise insights around communication, added to a proven personal pedigree of peak performance and a richness of real-world experience mean that Phil is the kind of thought leader whose counsel is sought by other thought leaders.

He believes with passion that the answer to increased success, in every area of life, is to ask better questions, focus on QUALITY of conversation as well as quantity and that quite often, the difference between you, and all the others, is knowing exactly what to say, when to say it, and how to make more of your conversations count.

Entering the world of business at the tender age of 14, with nothing more than a bucket and sponge, he went from single-handedly washing cars on weekends to hiring a fleet of friends working on his behalf, resulting in him earning more than his teachers by the time he was 15.

His early career was dynamic and challenging including leading experienced teams of sales professionals through his early twenties, as well as guiding Premier League Football Clubs to maximize sponsorships and licensing agreements, in addition to helping grow an independent real estate business to a revenue in excess of over \$240m with a sales team of just five.

After several years as one of the youngest sales leaders in the United Kingdom, Phil created his training and consulting business in 2008. To date, more than 800 different industries, across 59 countries and 5 continents have benefitted from his input. He is trusted by aspiring leaders in health care, real estate, automotive, financial and more industries. He is also the founder of 5 multimillion-dollar companies.

Phil recently joined a long list of global leaders who serve in residence at High Point University's Access to Innovators Program. The program at HPU connects students with industry leaders for networking and mentorship opportunities. He joins Apple Co-Founder Steve Wozniak, Netflix Co-Founder Marc Randolph, Dallas Mavericks CEO Cynt Marshall, Domino's CEO Russell Weiner, ABC News' "Nightline" Anchor Byron Pitts, American Actor, Producer and Television Presenter Dean Cain and many others.

Best known for his international best-selling book, Exactly What to Say – The Magic Words for Influence and Impact and his vast experience as a professional speaker at conferences and events, what is often

overlooked is the strategic intellect he provides behind the scenes for some of the world's biggest brands to understand their critical conversations and the success language required to maximize their effectiveness.

A few noteworthy accolades include:

- An entrepreneurial success story and founder of five multi-million dollar companies
- President of Orange and Gray – A market leading communications agency
- Strategic Advisor to pioneering leaders of the world's biggest brands
- Youngest ever winner of the British Excellence of Sales and Marketing Award
- One of less than 200 living members of the National Speakers Association Hall of Fame
- Innovator of the highly coveted “How to Persuade” Audible production
- Creator of the most listened to non-fiction book of all time
- Author of 7 best-selling business books and one GORGEOUS children's book

His mission is simple. To help great people, get better. Because a relentless focus on getting better means that better soon beats the current best.

An entrepreneurial success story and founder of 5 multimillion dollar companies, Phil M Jones is Strategic Advisor to pioneering leaders of the world's biggest brands. The author of 7 best-selling books including the "Exactly" Book Series with over 2 million copies sold, he is the Producer of the "Most Listened To" Audiobook of all time and Innovator of the highly coveted "How to Persuade" audible production. To date, more than 800 different industries, across 59 countries and 5 continents have benefited from his input. Phil recently joined a long list of global leaders who serve in residence at High Point University's Access to Innovators Program. The program at HPU connects students with industry leaders for networking and mentorship opportunities. He joins Apple Co-Founder Steve Wozniak, Netflix Co-Founder Marc Randolph and many others.

Phil aims to be a delight to work with. His objective is to make your job as easy as possible.

But with that said; Phil does have a few small requests in order to help you get the best out of it him.

Phil's Podcast Interview Requirements

- Prior to scheduling the podcast, Phil requires a commitment to a marketing plan for the episode (see below).
- Once the commitment has been submitted to Bonnie, your podcast interview will be scheduled.
- There are just a few other questions necessary from an administrative standpoint, here (see below).
- Once scheduled, please know that Phil prefers to run his podcast interviews organically; that is, without prepared questions or filling out presentation decks for the host.
- Phil is flexible in using the preferred platform that the host requires.
- Phil is equipped with the necessary professional microphones and proper studio lighting to ensure the ultimate success of your podcast interview.
- Once your podcast interview has been completed, please send the appropriate links and show notes to Tara at tara@philmjones.com.

Audience Takeaways

We offer discounted pricing for bulk orders on books so that you can get the most from Phil's training and philosophies and can even customize books and audio programs for your individual needs.

For any of these additional services or if you have any questions/ideas, then please contact Tara at tara@philmjones.com.

What is your proposed marketing plan for publishing the episode?

Please provide an overview for what can be expected in promotion following the recording.

Items of particular value to Phil are as follows:

- Will you commit to using excerpts from the interview in your social media and tagging Phil?
- Will you be sending a series of emails to your list promoting the interview before or after the interview?
- How will the interview be archived, and will the show notes and description provide all relevant links to books and back links to Phil's site?
- What is your combined reach across all mediums?
- Will you commit to future promotional emails for Phil's future book launches or promotions relevant to your audience?

Important Questions

- Is the interview to be video or audio only?
- Any specific questions for Phil to prepare for?
- How did the interview request come about - what's your connection to Phil?
- What's the overall finished length of the show?
- What is the demographic of the primary audience and do you have numbers on the reach of the show (ex., Twitter following, Facebook numbers - general reach)?

Phil M Jones is a best-selling author of 7 business books and one gorgeous children's book...

He had his first business at just 14 years of age and is the youngest recipient of the "British Excellence in Sales and Marketing" award.

A sought after advisor to global brands, creator of the most listened to non-fiction audiobook of all time and a firm believer that almost every problem could be prevented or solved if more people just knew EXACTLY WHAT TO SAY.

Here to help YOU make more of YOUR conversations count. ..

Please welcome, Phil M Jones!