

Ongoing Expert Interview Series Worksheet

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Your Primary Objectives: (list building, monetization, credibility, content etc)

Target Audience: (who will the series educate and serve?)

Benefits for Attendees:

Benefits for Experts Interviewed:

Format: (frequency, duration, QA)

Speaker Criteria:

Potential Topics:

Potential Experts:

Resources Required: (website, conference system, membership program, email system, VA etc)