

Questions and Topics for Discussion with Andrew Lock

Introduction: Andrew Lock is the presenter and producer of the popular WebTV show, "*Help! My Business Sucks!*" (www.HelpMyBusiness.com), which helps small business owners get more done and have more fun. It's the #1 show for entrepreneurs on Apple iTunes, and it's a *very* different style of business education that's causing a stir in world of business education.

- Andrew, 7 years ago you arrived on a plane from England, in Los Angeles California with just two suitcases, nowhere to live, and an ambition. What happened after that?
- The word 'marketing' is quite a dull, corporate sounding word. Is marketing just about advertising, or is there more to it than that?
- Many business owners face stiff competition in their own marketplace - how can they get noticed and stand out from the crowd?
- What's your opinion about traditional business training - college and university programs, that kind of thing?
- You seem to have a knack for uncovering really useful web tools and resources that business owners can make use of to be more productive and profitable, tell us about that...
- You've produced a free report entitled: "7 Killer Methods for Marketing Without Money" - is it really possible to promote a business without spending lots of money?
- Tell us about your show - how often do you release new episodes, and where can people view it?

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WEBSITES:

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