

## Interview Questions and Talking Points

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Scheduling Contact:

Rebecca Miller

rebecca@inboundorganization.com

724.261.8181

1. Why did you write the book?
2. Who is it for?
3. What is Inbound and why is it a 'thing'?
  - a. What beliefs do Inbound people hold?
4. What role do leaders and executives play in building an inbound organization?
  - a. Why are leaders and executives so important to building an inbound organization?
5. Why is helping so vital to an inbound organization?
6. What is the ideal relationship between sales and marketing? Between marketing and the rest of the organization?
7. Who needs to be involved and to what extent do they need to be involved in an inbound organization? For example, what role does finance or legal play?
8. How have buyers expectations changed? How has that influenced the way we sell and market?
9. What is an MSPOT and why is it important?
10. What role does transparency play in an inbound organization? Are there things that a company shouldn't share? Is there such a thing as too much transparency?
11. Why is culture so important?
  - a. What is a culture code?
12. What are the benefits of inbound recruiting and how do you do it?
13. What is an Inbound strategy?
14. Define a persona and who should be using one?
15. What is the buyer's journey? How can inbound strategies match that journey?  
Examples?
16. Why do inbound organizations need to be creating content? What kinds of content should they be creating and who should be writing it?
17. What is SMarketing?
18. What are inbound ecosystems and why are they important? Isn't it counterintuitive to create an ecosystem that might encompass competitors?
19. Three takeaways for your audience
20. Next/first steps for people interested in becoming an Inbound Organization

