



## Your Next Great Interview

**MICHELLE VILLALOBOS, MBA, CSP®**

**Superstar Activator & Business Alignment Strategist**

### SUGGESTED INTERVIEW TOPICS

- Explore business models that generate recurring revenues and help solo-businesses stabilize.
- *Sales as Service*: Sales strategies and techniques that generate more goodwill, trust and sales — without feeling icky, sleazy or sales-y.
- The 7-step Superstar Business Model for creating a stable, scalable and sustainable business — when what you're selling is YOU.
- How to leverage and scale a professional services business using small events and a "Big Back End."
- How to create transformational group experiences in retreats and seminars.
- How to use speaking, presentations, workshops and events to drive new business.
- Women's empowerment and leadership – from a feminine energetic, rather than a masculine one.

Awaken Your Inner  
*Superstar!*

### SUGGESTED QUESTIONS TO ASK

*How do you grow and scale a business when what you're selling is YOU?*

*How did you grow your coaching business to 7 figures – without sacrificing your lifestyle or health?*

*What can entrepreneurs do to make sales easier and less of a struggle?*

*How can women be more influential and lead more powerfully – without acting like men?*

*What are the 7 principles and practices of a Superstar thought leader?*

**Michelle Villalobos, CSP MBA** is a Business Alignment Strategist, Bilingual Speaker & Founder/CEO of The Superstar Activator, a company dedicated to helping Superstars who uplift humanity through their businesses. Michelle hosts the *Awaken Your Inner Superstar Podcast* and has a very popular YouTube channel on how to grow and scale businesses with heart and soul. In 2013, Michelle won the Miami Herald Business Plan Challenge for her personal branding program "Make Them BEG" and she and her team deliver **The Superstar Business Breakthrough Retreat** quarterly, to help small business owners restructure their businesses to be more sustainable, scalable, lifestyle-friendly and impactful. Michelle has been a member of the National Speakers Association's Million Dollar Speakers Group since 2016, and she is an adventurous traveler, digital nomad, and seeker of extraordinary experiences and relationships.



Connect With Michelle  
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