

INTERVIEW MATERIALS

BILL A JOHNSTON

INTERVIEW DESCRIPTION

NOTE: My actual "introduction" is below. This section describes the interview itself. Use as much as you'd like to talk about or publicize the interview.

Why are some people wealthy and other people poor? Why do some people have beautiful homes and other people are homeless? The answer can be found in the way they think!

HOW YOU THINK: Your conscious mind only uses 5% of your brain power, while the other 95% is used by your subconscious mind dedicated to two things: First, keeping you alive, which many of us try to screw up, and second, manifest what you think about the most into your physical life, because "what you think about is what you bring about."

If you've ever watched the movie "The Secret" (Byrne, 2006), then you understand how "Thoughts become things". It's based on the Law of Attraction used by the greatest inventors in history, like Thomas Edison, Henry Ford, Albert Einstein, and Walt Disney. They created fortunes their families still enjoy today!

Here's the opportunity for you to bring value to the interview and improve your listener/viewer/reader's lives: Help each and every one of them to realize...discover they have an incredibly powerful subconscious mind, and if they learn how to use it, to "team-up" with it, they too can begin to experience a life filled with abundance.

My book, Strategies for Cats, was written to teach that very thing. The main character (Our Cat, "Kitty"), has a near fatal fight with another cat, but lives because of a miracle it receives from its subconscious mind, called "The Voice". And when she does receive her miracle, she's also able to hear and talk to "The Voice", giving the reader a first-hand understanding of how the conscious and subconscious minds can "team-up".

The business and life lessons in the book are based on three resources:

- Think and Grow Rich (Hill, 1937)
- The Movie "The Secret" (Byrne, 2006)
- The Power of Your Subconscious Mind (Murphy, 2007)

SUGGESTED INTRODUCTION FOR BILL A JOHNSTON

Have you ever wondered why some people always seem to get the breaks? They always have lots of money, they have beautiful families living in beautiful homes, great jobs...awesome cars.

Why them? Why not you?

Our next guest will suggest “it’s because of the way you think!” Bill A Johnston is a best-selling author, motivational speaker and sales consultant. His hometown is Jamestown, New York and today is based in Burlington, North Carolina. His new book “Strategies for Cats”, “change the way you think so you can receive the abundance you deserve”, is a heartwarming story about a homeless cat that’s actually based on the principles of the timeless classic “Think and Grow Rich” by Napoleon Hill.

It’s also been described as “when Garfield discovers ‘The Secret’”.

SUGGESTED INTERVIEW QUESTIONS FOR BILL A JOHNSTON

- Is the book *really* about a cat?
- What’s the reason you wrote this book?
- You say the book is based on Napoleon Hill’s timeless classic, “Think and Grow Rich”, but you’re telling a story about a cat. What’s the connection?
- Self-help books usually solve a problem. I guess if you were a homeless cat, the book is perfect! But for people, what’s the problem you solve with Strategies for Cats?
- So is it a self-help book or a business book?
- What do you think are the two or three most powerful Strategies in the book?
- (Summary) When you read a book, there are usually a couple of big takeaways, so what do you hope readers will “get” after they finish reading Strategies for Cats?
- Where can we get a copy of your book?

SUGGESTED OUTRO FOR BILL A JOHNSTON

Thanks Bill!

Bill A Johnston, motivational speaker, sales consultant, and author of Strategies for Cats. Bill wants to “change the way you think...so you can receive the abundance you deserve”, and like Bill said, for more information on him and the book, you can visit his website, “Strategies for Cats dot com”, or on Facebook, search on “Strategies for Cats”.

WEBSITES / SOCIAL MEDIA FOR BILL A JOHNSTON

Website and Blog: <http://www.strategiesforcats.com>

Facebook: <https://www.facebook.com/strategiesforcats/>

Twitter: @billajohnston1

CONTACT INFORMATION:

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FREE GIVEAWAY FOR LISTENERS/VIEWERS/READERS:

By visiting Strategies for Cats dot com and providing your first name and email information, we will send you a beautiful PDF containing the full list of the 22 Strategies for Cats.