

Nouveau Connoisseurs Corporation

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*Divas Doing Business:
What the Guidebooks Don't Tell You About Being a Woman Entrepreneur*

SUGGESTED INTERVIEW QUESTIONS FOR MONIQUE HAYWARD

1. You have enjoyed a long, successful career in high technology and along the way decided to start a restaurant business. What inspired you to write this book?
2. Many business experts and analysts have identified the trends in increasing business ownership among women. Many books have been written about the subject in the past few years. What makes *Divas Doing Business* different from other books on the market for women entrepreneurs?
3. How did you approach Morgan Freeman to write the foreword to *Divas Doing Business*?
4. You have assembled an impressive lineup of women entrepreneurs as contributors who are very well known in their respective industries – media/entertainment, skin care and beauty, casual video games, restaurants, consulting, marketing. How did you select your contributors and approach them to participate in this project?
5. In your book, you encourage women entrepreneurs to assess what you call their “M Factors” carefully as they’re developing their business plans. What are the “M Factors”?
6. You have a lengthy chapter on raising capital which you call “The Real Deal on Raising Money,” detailing what women entrepreneurs should anticipate with banks, angel investors, and other sources of funding. You advise readers to proceed with caution when pitching their businesses to potential investors in this male-dominated arena as many men are only thinking about “one thing” with a woman, regardless of the situation or circumstances. What has been your experience when seeking capital from would-be male investors?
7. Why did you decide to self-publish to bring this book to market instead of pursuing the traditional publishing route?
8. You have done a lot in your life, but I understand you have a lot more you want to accomplish on your “Top 20 Things to Do Before I Die” list. What are a few of the items you have done and have left to do?
9. What is the key message that you want to deliver to aspiring women entrepreneurs as they are contemplating going into business for themselves?
10. What are your future plans for your personal life and your business?