

# Mike Abramowitz

## Suggested Interview Questions for Podcast Hosts and Journalists

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These questions are designed to help you get the most out of a conversation with Mike. Feel free to adapt them to your audience and format. Mix and match based on what resonates with your listeners.

**1. Your son was born at 1 pound 4 ounces and spent 254 days in the NICU. You stepped away from your business for nearly a year, and it kept running. What did you build that made that possible?**

*Topics: systems, relationships, the NICU story, building a business that runs without you*

**2. You talk about the difference between being a business owner and a business operator. What does that actually look like in practice, and how do most entrepreneurs get stuck on the wrong side?**

*Topics: time freedom, delegation, systems thinking*

**3. You created something called the Time Rich 6 framework. What is it, and how does it help business owners buy back their time?**

*Topics: time management, prioritization, the operator-to-owner transition*

**4. The WARM Method is your referral marketing system. Most people say they want more referrals but never build a real system for it. What are they getting wrong?**

*Topics: referral systems, warm outreach, relationship-driven growth*

**5. You have generated over \$5M in high-ticket sales with an average ticket over \$35K. What is different about selling at that level compared to what most people are taught about sales?**

*Topics: high-ticket sales, trust, relationship selling*

**6. You founded PB&J; for Tampa Bay, which served over 100,000 meals, and grew The 2mm Club from 6 members to nearly 1,000. What drives you to build communities, and what have you learned about what makes one actually work?**

*Topics: community building, philanthropy, leadership*

**7. Your GRAB Tomorrow book series introduced the T.A.D. philosophy, Tiny Actions Daily. Can you walk us through how that works and why small daily actions matter more than big goals?**

*Topics: personal development, habits, consistency, compound growth*

**8. You spent 20 years in sales leadership and finished in the top 0.5% out of more than 2 million reps. What separated you from everyone else?**

*Topics: sales career, discipline, team building, culture*

**9. You co-founded the WARM Method with someone who started as your coaching client. How did that relationship evolve, and what does it say about the way you approach business partnerships?**

*Topics: mentorship, partnerships, the WARM Method origin story*

**10. What advice would you give to an entrepreneur who has a business that works but feels like they cannot step away from it for even a week?**

*Topics: systems, delegation, freedom, building a real business*

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mikeabramowitz.com | mike@mikeabramowitz.com | 732-687-8688