



Samantha Card

INTERVIEW QUESTIONS

1. Can you share with us why you are so passionate about driving top 1% athletes to win beyond Game Day – becoming a champion in all aspects of life and achieving career success?
2. What specific areas do you address in your *“Athlete’s Advantage” Success Beyond Game Day™* book and mentoring programs that will transform an elite athlete to win after game day is over?
3. What long term advice would you give a parent whose high-performing athletic child has aspirations of becoming a pro athlete?
4. What are the top three things you would share before deciding to turn pro, select a college, or return to the game after an injury?
5. Why do you believe that Athletes are a corporation’s best bet? What skills do high performance athletes already possess that will be most valuable to leverage when transitioning to corporate success?
6. Explain what you mean by “how you do anything is how you do everything?” Why is it important to develop those habits of success, like self discipline?
7. What was your epiphany moment? When you realized that your sports career was over and had to create a formula for success in life? A personal story with a big take away!
8. Who is your ideal client, why and what can you offer that stands apart from others who coach top 1% athletes who are transitioning in their careers?
9. You Talk About the P.A.I.N. concept. Can you further explain what this means and how it applies to the transitioning athlete’s future success?

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