

Sharman Lawson
Speaker

Radio Interview Sheet



Guest Name and Title:

Sharman Lawson,
Debt and Personal Finance Coach and Trainer
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BIO:

Sharman Lawson is living proof that you can live debt-free. Born and raised in Portland, Oregon in a household of 10 including her parents, she learned early in life the concepts of living by faith, taking hold of a vision, practicing discipline, and using wisdom and common sense to realize her dreams. Her mother and her father, an ordained minister, preached and practiced the importance of never being a “slave to the lender.”

In 1999, Sharman started Freedom Concepts USA after she and her husband paid off all their debt including their home in five years. You will be inspired after hearing her testimony. She’ll let you know it’s not your education, your title, your position or the amount of money you make. It’s stepping out on faith, trusting God, believing the impossible is possible, and knowing that going after your purpose, passion and dream is better than all the sacrifices.

Sharman is the author of the book *12 Steps to Eliminate Debt Forever*, and has been featured in Money Magazine for Women, The Oregonian Newspaper, and appeared on Trinity Broadcasting Network, Atlanta Live, and Good Day Northwest. Sharman regularly speaks at schools, churches, corporations, and non-profit organizations teaching adults about money, career, and life skills.

You can learn more about Sharman and her coaching and training by going to her website www.freedomconceptsusa.com.

Possible Interview Questions:

1. Your passion is financial coaching and training, how did that come about?
2. Are people worst off today then ten years ago?
3. Who is your average client, and generally why do they come to you?
4. What is the biggest problem you see with people and money?
5. Why do you feel people are in financial pain and what can they do about it?

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Questions (cont)

6. You've written a book called "12 Steps to Eliminate Debt Forever," is it just for people with a lot of debt?
7. How has your book or coaching changed people's financial situation?
8. What are three financial tips that can immediately change someone's financial situation?
9. Can you give me a couple of examples of how you have helped people financially?
10. How can people contact you to find out more about your coaching and training programs?