



Mark Lyford – Interview Questions & Media Topics

The No-Fluff Entrepreneur Journey

- How did you get started in business at just 16... with racing pigeons?
- What was your first big win in business — and what did you learn from it?
- You've made millions, gone bankrupt, and been to prison — what kept you going?
- What's the biggest lie people believe about "success"?
- What does "real entrepreneurship" mean to you?
- Can you walk us through the moment where you lost everything?
- If you could go back to your younger self, what would you not do again?

Building After Breaking: Lessons From the Trenches

- What's harder — building from nothing or rebuilding after losing it all?
- How do you handle failure now versus how you handled it in your 20s?
- What daily habits or mindsets help you stay grounded?
- How do you balance brutal honesty with hope?
- Do you believe everyone should start a business? Why or why not?

The Digital Hustle & AI Era

- What are your thoughts on the AI gold rush right now?
- How are you using AI tools in your businesses today?
- Do you think most online entrepreneurs are building real businesses?
- What's the best niche business model no one's talking about?

- Why do you think so many people are still getting it wrong online?

The Unlikely Niches You've Turned Into Gold

- Most people don't expect a successful entrepreneur to breed quail and isopods — how did that happen?
- What do you love about building businesses in “unsexy” niches?
- What lessons from animal breeding apply to running software companies?
- You've said racing pigeons is a global hidden sport — why is that?
- How do you turn passion into profit without killing the passion?

Mindset, Motivation & The Real Shit No One Tells You

- You've rebuilt your life after serious adversity — how did you mentally survive that?
- What role has shame or regret played in your journey?
- What do most men your age never deal with that they should?
- How do you protect your energy when you've got 6+ businesses to run?
- What's the real cost of chasing success?

Rapid-Fire (Great for Podcast Hosts!)

- What's one lesson you learned the hard way?
- What's one quote you live by?
- Biggest business mistake?
- Underrated business skill?
- Guilty pleasure?
- One thing people misunderstand about you?
- Best business advice in 3 words?

Media Blurb

Mark Lyford is available for interviews on topics including:

- Real, raw entrepreneurship (the highs and the failures)
- Rebuilding after loss, bankruptcy, or prison
- Building “weird” niche businesses that actually work
- Using AI and automation to simplify business
- The mental game of being a lifelong entrepreneur
- Turning passion into profit without the hype