Questions for Pete Bissonette

Author of treasure novel *Breakfast Tea & Bourbon*

President of Learning Strategies

*You are welcome to take the interview any direction you’d like…*

What are you up to?

You really hid $50,000? $50,000 in cash?

Why would you do it?

If Pete mentions getting people off the couch, challenge him: *but I can get someone off the couch for $10!*

Who is going to find the treasure?

Are the clues hard?

If Pete says anything about clues jumping off the page for him, challenge him: *but you wrote the book. Of course they would jump off the page.*

Where is the treasure hidden?

How did you even begin putting the treasure hunt together with the clues, the prize, and the story?

How would you go about trying to solve the mystery of the story? Where do you even begin?

Is it true you have a video of you hiding the treasure and that people can watch the video?

I saw pictures on your website, BreakfastTeaAndBourbon.com, of tons of U.S. dollar coins. When someone finds the treasure will they have to take $50,000 is dollar coins?

Are you rich? Is that why you’re giving away your money?

When does the treasure hunt begin?

February 9, 2017, 5:08 p.m. Central Time – is that a clue?

How will we know when someone finds the treasure so we don’t go on looking?

What if no one finds the treasure?

If one of my listeners/viewers/readers find the treasure, will you fly out so I could take you and them to lunch? That would be an absolute blast.

Where can you buy a book?

Is the story any good, or is this just a gimmick to sell books?

Where did the name *Breakfast Tea & Bourbon* come from?

You have food recipes and drink recipes throughout the book. Are you a fat drunk? (Or, if you don’t want to be so bold: I take it you’re a cook yourself.)

You’ve been with Learning Strategies for over 30 years. No one stays with a company that long any more. What’s up?

What’s the biggest lesson you’ve learned in those 30 years?

How do you do that?

I saw that NPR humorist Kevin Kling said about your book, *Breakfast Tea & Bourbon,* that it has “tangible ways of living a better life.” I liked your ideas in the book, especially (ask about one of the following):

\* “Looking Meaningfully” Rule of Toasting

\* Flying-around-like-angels ancestors to support your life

\* The Lord’s Prayers

\* Breaking up with someone: *Why would you want someone who doesn’t want you?*

\* Continual Smelling of the Roses

\* Looking at aging as levels of accomplishment instead of a slow march to death

\* Living the Law of Attraction

\* Relationship Turtles

I understand that in addition to the $50,000 prize, you will give $5,000 to the finder-of-the-treasure’s favorite charity? Why are you doing that?

I saw a picture of you on your website, BreakfastTeaAndBourbon.com with an immense stone frog – it’s got to weigh a ton. What’s that about?

Again, how does someone get your book *Breakfast Tea & Bourbon?*

Will you come back on again when someone finds the treasure? We’d love to know the story.