

Pre-research

- Know your guest. Observe as much as you can about them so you can help conversations flow from one point to another.
- Take it further by finding one - three things that create a common ground. Everyone, even those that appear to disagree the most, can find at least one thing they have in common.
- Read their work, listing any and all things that interest you and your audience.
- Come up with natural questions that either go deeper into their work or use it as a springboard to their new adventure.
- Make sure they can range around and do not have to be linear. You want to be flexible.

Greeting your guest

- Greet them warmly like an old friend
- Chat briefly (3 - 5) about their lives, gathering intel about their state of mind. Put them at ease as much as possible (or reschedule if necessary)
- People will always divulge more info when they are at ease. If they are stressed or the conversation has an adversarial tone, the interviewee will not open up readily.
- Smoothly transition into your first question

Interview process

- Start with your questions, then listen carefully. Be prepared to ask open-ended follow up questions so your guest can tell their story their way.
- Ask questions that lead them either deeper into their story or back to the topic in case they get off track.
- Stick to your time limit.

Closing the interview

Give the guest a chance to say anything more, give their contact info, etc.

After the interview, send a hand-written thank you card to their office.