

“WHAT QUESTIONS DO I ASK WHEN I HAVE A GUEST?”

Interview Template

Interviews are best when they feel natural and conversational. We recommend having 5-8 questions you can use to move the conversation along. Don't move through these robotically. Ask a question and then see where the conversation goes. Ask follow up questions. If you get stuck and don't know what to say or ask next, ask your next template question.

(Side note: When starting with our clients, we interview you so you don't have to worry about what these questions are. This makes it really easy and comfortable – dare I say “fun”. ☺ When you feel confident with the interview style, you can invite guests on your show and we'll act as your wingman through those interviews.)

The following questions are meant to give you a path for conversation. Depending on your guest, you will want to tweak these questions to fit their profession or area of expertise. Again, don't be robotic about it. Internalize these and think about how you would make them your own.

TEMPLATE QUESTIONS

- ☐ Welcome to the show. Let's start by telling me a little about what you do.
 - *(This gets their backstory and allows listeners – and you – to understand where they're coming from)*
- ☐ What's one of the most important things you've learned along the way?
- ☐ What was one of your most challenging moments and how did you overcome it?
- ☐ What's one of the most common mistakes you see people make (in your area of expertise)?
- ☐ What are 2 or 3 things they can do to fix that?
- ☐ If you had to leave us with a parting piece of wisdom, what would you tell us?
- ☐ How can people learn more about you or your business?