

INTERVIEW

"REAL PEOPLE. "REAL ANSWERS."

“

It's all about preparation, focus and never giving up.

”

ASK SMART QUESTIONS

Open. Clear. Relevant.

LISTEN ACTIVELY

Show you care. Take notes.

REMEMBER

- ✓ Be respectful
- ✓ Stay on topic
- ✓ Thank your interviewee

PURPOSE



**GATHER
INFORMATION**

KEY FEATURES



QUESTIONS



ANSWERS



SPEAKER NAMES



QUOTATIONS



FOLLOW-UP
QUESTIONS



NATURAL
LANGUAGE

TENSES USED



PRESENT SIMPLE



PAST SIMPLE



PRESENT PERFECT



FUTURE

DO

- ✓ LISTEN
- ✓ FOLLOW UP
- ✓ QUOTE ACCURATELY

DON'T

- ✗ ONE-WORD ANSWERS
- ✗ INTERRUPT
- ✗ GO OFF TOPIC