

INTERVIEW

REAL PEOPLE. REAL ANSWERS.

EXAMPLE TOPIC

LIFE AS A YOUNG ENTREPRENEUR

We interview 19-year-old Maya Patel, founder of a sustainable fashion brand.



“GREAT INTERVIEWS DON'T JUST ASK QUESTIONS, THEY UNCOVER STORIES.”

PURPOSE

FIND OUT INFORMATION FROM OTHERS.

KEY FEATURES

- **INTERVIEWER & INTERVIEWEE**
Clear roles and respectful tone.
- **QUESTIONS**
Planned, relevant and well-structured.
- **ANSWERS**
Detailed responses and explanations.
- **FOLLOW-UPS**
Ask for more detail and examples.
- **CONCLUSION**
Thank the interviewee and summarise.

TENSES USED

- **PRESENT TENSE**
For facts and general truths.
- **PAST TENSE**
For experiences and events.
- **PRESENT PERFECT**
For life experiences.
- **MODAL VERBS**
To show possibility or advice.

DO

- ✓ LISTEN ACTIVELY
- ✓ ASK CLEAR QUESTIONS
- ✓ SHOW RESPECT
- ✓ FOLLOW UP
- ✓ KEEP IT FOCUSED

DON'T

- ✗ INTERRUPT
- ✗ ASK YES/NO ONLY
- ✗ GO OFF TOPIC
- ✗ JUDGE ANSWERS
- ✗ IGNORE FOLLOW-UPS

ASK WELL. LISTEN BETTER.
LEARN MORE.