

Interview tips and tricks

Interviews can be an anxious time for both the interviewee and interviewer especially if you don't do them often. These tips should put you in good stead to start the interview on the right foot.

Before the interview:

- ☐ Do some background research into the interviewee, ask questions they have never been asked before. Make it unique.
- ☐ Write questions that will help drive your story, try and make the conversation part of a theme or narrative
- ☐ Prep open ended questions, yes or no answers are boring
- ☐ Establish a rapport by having a conversation before the interview starts and take time to remember their full name and job description correctly, it's important
- ☐ Remove distractions (phones, tvs, spectators)
- ☐ It's important to start strong, so have a think about how to best introduce your guest.

During the interview:

- ☐ Be comfortable, sit naturally and drink lots of water
- ☐ Give clear direction to what you expect from the interview
- ☐ Body Language / Posture is important, show you are interested by sitting forward, smiling and nodding in acknowledgement
- ☐ Maintain eye contact
- ☐ Do not interrupt their answers (avoid 'uhum', 'yes', 'sure', 'perfect')
- ☐ If you need to press them for time, wait for a natural break in the conversation before apologising and moving onto the next question.
- ☐ Only ask one question at a time, don't confuse them with several questions at once
- ☐ Don't answer your own question
- ☐ Use strong statements to deliver a strong question. Land your punchline!
- ☐ Be confident (avoid 'like', 'maybe', 'kinda', 'Sort of' when asking questions or making statements)