## **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')
	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)