

Podcast Interview Prep Template

Contact Info

Interviewee Name:

Email:

Skype Name Or Meeting Invite Link:

Date & Time:

Fodder for Interview Questions

What about this person do you find so fascinating that you want other people to know about them? (In other words, why will your listeners care about this person after the interview?)

What have been the key turning points or [crucibles](#) in their journey to where they are today? (Find at least three)

Turning point #1

Turning point #2

Turning point #3

What fascinating habits, practices, or quirks does this person have that makes them interesting?

What makes them different from every other guest you've had on the show and how can you tell their story in a way that no one else has before?

The Introduction

What is this person known for?

What should this person be known for (in your opinion)?

How will you introduce this person?

Why you're interested in this person / why you invited them

A quick list of their accomplishments / what they're known for

What you find most fascinating about this person / this person's superpower

What you hope your audience will take away from hearing their story

Fall Back Questions

Tell me the story of _____. *(This could be a turning point in their story, a funny anecdote, how they came to form a habit, etc.)*

Tell me about the steps that helped you get from _____ to _____. *(This encourages your guest to think back to the series of events that got a person from A to B; there will be a ton of little jumping off points in the response to this question.)*

What did you think was going to happen, what actually happened, and what do you think changed? *(We love contrast and the tension of hearing the difference between expectation and reality. Asking your guest to share their expectations compared to what really happened is incredibly relatable.)*

Describe the conversation with _____ when you decided to _____. *(You're looking for them to recount the dialogue they had that led to some decision or turning point. This is a great tool when there was a pivotal moment driven by an interaction with another human.)*

How did it feel when _____? *(Ultimately, the power of audio is in communicating the emotion of an experience. Use this question to help your guest reflect on an experience or accomplishment or failure.)*

What did that mean to you? *(Another great prompt for the guest to reflect on an experience.)*

That's an interesting idea. What experiences did you have that led you to that idea? *(Ideas/opinions that aren't backed up by story often feel like empty advice. Your listeners will connect much more with an idea once they know the story that led your guest to the idea or opinion.)*

If the you from ___ years ago could see the you from today, what would she think? *(Another great reflection question that's especially great when you're rounding out a person's story. It asks them to think through the change that's happened over a period of time and then describe what that feels like.)*

What's a topic you're incredibly interested in, but that no one ever asks you about? *(Using a question like this to uncover the guest's hidden interests can sometimes open up an exciting new line of story.)*

The Pitch

What does this person want to pitch on your show?

How would you pitch it to your best friend?

How much does it cost?

Where on the internet or in the world can your listeners find it?