

Create Your Content

Lock in logistics, ownership, and interview questions before you start.

INTERVIEW DETAILS

Interviewee 1 - name & title

Interviewee 2 - name & title

Interviewee 3 - name & title

Interviewer

Interview date

Interview format

☐ In person

☐ Video / remote

☐ Email / written

If in person - location

If email / written - deadline for responses

PRODUCTION

Will a photo or video shoot be necessary?

☐ Yes

☐ No

Photo / video shoot date

Photo / video shoot location

CONTENT OWNERSHIP

Who will write the content post-interview?

Who will edit the content before publication?

Does a department leader need to approve the content?

☐ Yes

☐ No

If yes - who needs to approve?

Publication platform / channel

Estimated publication date

INTERVIEW QUESTIONS

Building out questions

Make each question serve the thesis, goal, and audience. For short-form content fewer questions are better. Aim for nuanced, specific questions to get candid responses that make for more engaging content.

Question 1

Question 2

Question 3

Question 4

Question 5

Additional questions / notes