

(Almost) **Everything you need to know about interviewing** **in 1 handy-dandy cheat sheet**

Preparation

List and Limit Your Goals

Who is the audience for the outcome of this interview? Why do they care?

Why *this* interview with *this* person? What kind of information do you want? Prioritize your goals.

Learn about the subject. What does everyone already know? What's new? What's interesting?

Be realistic about your time.

Plan the Interview

Write a guide to use during the interview. List topics to cover. Perhaps choose question wording.

Keep questions open, neutral, clear and brief.

Only one idea per question.

Make the points of your questions clear.

Start with less controversial, present time questions.

Choose An Optimal Location

Comfortable, low on distractions.

If you're using media, make sure it'll work. If it costs, pay for it.

Interviewing

Check recording equipment. Recheck. Have backup.

Build rapport. Help them feel comfortable talking to you.

Preview the interview to help the interviewee focus.

Shut up and Listen!

Focus. Don't let mind wander. Aim your body. Make eye contact. Move responsively. Nod and say "uh huh." Stay engaged.

Probe. You want them to keep talking. Ask them to say more. Show interest. Ask for clarification. Repeat their words back to them. Stay quiet.

Remain flexible. Follow interesting new routes, shake up the order. Give people a chance to add more at the end.

Express gratitude. Explain any followup.

Transcribe and critique yourself afterwards.

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