

20 Tips to Better Profile Interviews Ava Pennington www.AvaPennington.com

BEFORE:

Initial contact:

Method:

- In person
- Telephone
- Email
- Video

Preparation:

Research:

Logistics:

1. **TIP:** Review their press kit.

2. **TIP:** Learn their vocabulary.

3. **TIP:** Best kept secret for research =

4. **TIP:** Select location.

5. **TIP:** Avoid restaurants →

6. **TIP:** → test your tools!

7. **TIP:** Prepare more questions than you'll need.

8. **TIP:** Focus on a "slice of life."

DURING:

The Interviewer:

9. **TIP:** Ask the interviewee to define their goal, too.

- Listen!
- Empathy
- Eye contact
- Flexible
- In control
- Neutral

10. **TIP:** Pauses can be your friend!

11. **TIP:** Take descriptive notes →

Questions:

12. **TIP:** The interviewee should do most of the talking.

13. **TIP:** Don't lead with tough questions.

14. **TIP:** Respond to "No comment" with a more general question.

15. **TIP**: Give the interviewee the opportunity to have the last word.

16. **TIP**: Agree to fact check or verify quotes vs. article review pre-publication.

AFTER:

Article structure:

Structure your article with a strong beginning, middle, & end.

17. **TIP**: Double and triple check your facts!

18. **TIP**: Use at least one quote for each subhead of your article.

19. **TIP**: Consider including special features.

20. **TIP**: Send a Thank You!