­­

Interview template.

When it comes to showing expertise on a particular subject, it’s hard to beat interview articles.

These types of articles typically feature a question-and-answer format and they can be conducted in person or via email, telephone or video. It’s a good idea to record the interview if you’re doing it on a video or telephone call, so you can include it as a video or audio file in the article. (It’s also useful to have a recording when you’re writing the article, so you can accurately transcribe any quotes.)

Most video clients, like [Zoom](http://www.zoom.com), make it easy to record a call, or you can use a platform like [Otter.ai](https://otter.ai/) to record the audio and automatically turn it into a transcript.

You can use interviews to explore a topic in-depth with an expert or showcase an impressive relationship your business has with someone important—such as an author, influencer, or industry expert.

Interviews are also a good way to show the human side of your business. You can conduct an interview with anyone from the CEO of your company to the employee of the month. These types of interviews give readers an inside look at your business, and it gives employees the chance to demonstrate their knowledge.

**Interview template.**

**[Interviewee name] title of interview.**

Include the name of the interviewee in the title and give a brief (4 - 5 words) description of the topic. (Example: ‘Financial advisor Jane Smith shares her top tips for tax time.')

**Interviewee introduction.**

Your introduction should provide context for the interview itself and can be anywhere from 100 to 400 words. Introduce the person you are interviewing and discuss why you chose to sit down with them and talk about this particular topic.

Give the reader a few hints about what they will learn in this article. This is also a good place to feature a photo of your interviewee.

**Embed video or audio file.**

*If you created a video or audio file of your interview, embed it just after the introduction. Otherwise, you can skip this section.*

**Q: First question here?**

First, list the question you asked in bold, so readers can scan the article for questions that interest them most. Then, list out your interviewee’s answers. Make sure to use a different type of text (like italics) to differentiate answers from questions.

*“Take some of your interviewee’s best insights and turn them into large pull quotes, like this.”*

**Q: Next question here?**

Continue on with the interview, showing each question and answer in the same formatting. You may find that it’s best to give only direct quotes from your interviewee, but you can also provide summaries or asides in your own words to give more context to their quotes or feature your products and services.

Either way, be sure to show the interviewee the interview before you publish it, so they can give their seal of approval.

**Conclusion.**

An interview conclusion can be brief—one or two paragraphs at the most. This is a good opportunity to link to any other interviews you’ve done or any blog articles you’ve covered that touch on the same topics.