

Blog Interview Process

This playbook describes the sequential steps for preparing, conducting, and publishing interviews on a blog to provide variety and enhance credibility. It guides through the planning phase, execution of the interview, and the publishing process.

Step 1: **Planning**

Identify the objective of the interview and the target audience. Choose a subject expert or influencer that will resonate with your audience.

Step 2: **Invitation**

Draft a personalized invitation email, highlighting the purpose of your blog and why you believe the interviewee would be a great fit. Send the invitation and await a response.

Step 3: **Preparation**

Upon acceptance, research the interviewee's background and work. Prepare a list of questions that are relevant and insightful, leaving space for spontaneous follow-up questions.

Step 4: **Scheduling**

Coordinate with the interviewee to schedule a date and time for the interview that is convenient for both parties. Decide on the medium (e.g., video call, phone call, in-person) and test all equipment beforehand.

Step 5: **Conducting**

During the interview, build rapport with the interviewee, ask prepared questions, follow up for depth, and be respectful of the interviewee's time. Record the interview with their permission.

Step 6: **Transcribing**

Transcribe the recorded interview and edit for clarity and flow while maintaining the interviewee's voice and message.

Step 7: **Approval**

Send the edited transcript to the interviewee for review and approval, providing an opportunity for them to request changes or clarifications.

Step 8: **Publishing**

Once approved, format the interview for your blog, adding any necessary multimedia elements. Schedule or publish the post on your blog, ensuring SEO optimization for maximum reach.

Step 9: **Promotion**

Promote the interview through social media and email newsletters. Tag and thank the interviewee in promotional materials to encourage them to share the interview with their audience.

General Notes

Follow-up

After publishing, monitor engagement and respond to comments or questions. Use the feedback for future improvements.

Gratitude

Send a thank-you message to the interviewee post-publication, maintaining a good relationship for possible future collaborations.

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