

Arden's Inside Guide To Effective Interviewing Presented by Arden Moore

Seven Fatal No No's:

1. Failing to do your homework about your source or subject.
2. Employing a me-me-me-attitude.
3. Using the word, 'interview' to sensitive subjects.
4. Asking mainly yes or no questions.
5. Sticking with a strict sequence of questions.
6. Pretending to know something you don't.
7. Selecting the wrong person to convey the story's message.

10 Dandy Do's:

1. Plan ample time to set up an interview and conduct an interview.
2. Maintain a Big Ears, Little Mouth approach.
3. Offer to send a copy of the publication.
4. Ask follow-up questions.
5. Seek specific details, stories that illustrate a point.
6. Request via email, fax or mail copies of the subject's books, studies, Web site information and backup personnel for follow-up or for future interviews.
7. Be gracious and polite, but probe and check facts.
8. Speak to more than one expert for better balance.
9. Offer to review notes or quotes during interview.
10. Respect experts' time – when possible, conduct two interviews in one call.