

## CHECKLIST: CRAFTING GOOD QUESTIONS

- √ Know the parameters of your interview
  - > How long will you have?
  - > What is the tone
  - > Who is the audience?
  - > Will you be on-camera or not?
  - > Do you need long or short answers?
- √ Write your questions carefully
  - > Put your most important questions at the top
  - > Have enough questions to cover the time
  - > Write them in your own voice
  - > Keep them short
  - > Don't ask Yes/No questions