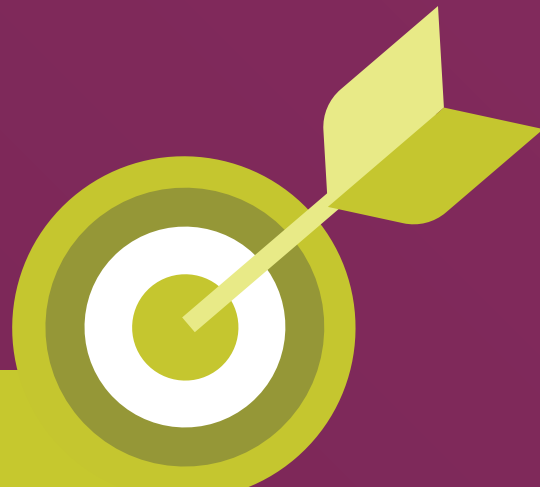


# HOW TO Rock AN SME INTERVIEW



## BE PREPARED AND WELL-INFORMED ON THE TOPIC.

Don't dial into an interview unprepared because you thought you could wing it; SMEs' time is valuable. Do your research and create well-informed questions in advance, especially if you're discussing a technical topic you're not familiar with. Ask your SME whether they work better seeing the questions in advance, or would prefer you simply tell them what to be prepared to talk about.



## ASK CONCRETE, SPECIFIC QUESTIONS.

Being abstract in the technical world doesn't work well. We're talking about concrete, specific problems and solutions, so questions have to be concrete and specific. "Tell me about edge computing," for example, is not an effective way to get awesome info on edge computing.

## WORK WITH THE SUBJECT MATTER EXPERT TO IDENTIFY KEY TAKEAWAYS.

Explore what you want your reader to get out of your content with your SME. There can be more than one key takeaway, but make sure to specifically determine exactly what your reader should walk away with at the end of the piece to effectively guide your writing.

## RECORD YOUR INTERVIEW AND HAVE IT TRANSCRIBED.

If you have the budget, it's always worth sending off your interviews to be transcribed. This eliminates the need to listen to the recording and makes writing a breeze. Plus, it also makes for an excellent resource to draw on for creating other pieces of content in the future.

