

Interview guidance page (example text)

Thank you very much for agreeing to record an interview for Self-Publishing Journeys, I really appreciate it!

I thought it would be useful to jot down the answers to some basic questions, to help set the scene for our Skype chat.

What I need from you

Important! Please would you let me know your Skype name and send it to me by email to [EMAIL ADDRESS].

My Skype username is [INSERT SKYPE HERE] – please feel free to send a contact request.

What's the deal with this podcast?

Self-Publishing Journeys launched on Monday 4th April 2016.

The joy about this type of interview is that it's evergreen, the value holds over time and when people discover and like a new podcast, they tend to listen to all of the back episodes.

Podcasts are a great thing to get involved in ... and you can use the interview audio on your own website too.

What topics will you cover?

It will focus, in the first instance, on authors (and those who support them) who are in the early stages of their careers.

Most of the interviews will be with self-published authors, but it's important to be aware of all the options, so I do go off-piste occasionally.

In general, I want to hear from the next/upcoming generation of authors.

If you're an established author, I will dig deep into your personal journey and how you overcame the inevitable hurdles.

Interviewees must have published at least one book and have made some sales; it doesn't matter how many.

They need to be able to talk through their processes, problems, solutions, concerns and successes as a writer.

I'll also be including support experts in my guest list, so that new authors can learn about things like book cover creation, proofreading, copy editing, author platform building, PR strategies and so on.

Research

I've checked you out already online – or we've already met – as I wouldn't have invited you to be a guest otherwise i.e. I'm already familiar with the basics of your publishing experience.

I prefer not to know too much before we chat, it keeps the flow more natural.

I won't have read your books (probably) but this is not a book review podcast, I want to know about how you write, why you write what you do and how you produce and sell your books.

However, if I need a little more info about you, I'll email you directly.

Similarly, if there's something that I need to know, or mention, please tell me in our interview pre-chat when we first connect via Skype.

When will my interview go live?

I record several weeks ahead of the release date.

Most times, I'll give you a date at the end of our Skype interview.

I'll send you a link to the page and a screenshot to allow you to suggest any changes before it gets published.

How will you access your own interview?

I'll be publishing the interviews on this website using a special audio player, which allows you to generate the HTML code to easily embed the interview into your own blog.

If you want to download the mp3 file, you'll be able to do that via the player console.

Download links are located at: [INSERT WEB LINK]

Accessing your file is simple; as soon as your podcast episode goes live, you'll be able to get your hands on it.

I'm not used to doing this! What sort of questions should I expect?

Interviews will be about 50 minutes in duration and will be conducted via Skype, audio only.

The format will be very informal and chatty, please don't get anxious if you've not done this before.

You should definitely not read from a script; it will sound terrible.

Just relax, follow my lead and treat it like we're chatting on the phone.

However, if you need to make a few notes as reminders – web addresses, book titles and so on – that's fine; I have a memory like a sieve and will be doing the same.

Here are some examples of the type of question that will be asked:

- What is your background?
- What made you start writing?
- Why self-publishing?
- What were the hardest self-publishing tasks that you had to master?
- What tools do you use to produce your books?

- Any learning points to pass on to newbie self-publishers?
- How do you market your books?
- What do you wish you knew more about to make self-publishing easier?

I never stick to the questions, so please don't ask me for a list of what I intend to ask beforehand.

I'll be treating it like a regular conversation and the best conversations flow naturally.

Do I need to worry about any technical matters?

It will help if you have an external microphone, rather than one that is built-in, to ensure that the recording quality is good enough.

If you don't have an external microphone, please let me know beforehand, it's not always a deal-breaker.

I will dial into Skype at the appointed time and I will take care of the technical matters.

All you have to do is to relax and chat.

Use headphones please, or it will generate a terrible sound quality.

Want to be a 'Pro' podcast guest?

If you'd like to be a guest on other podcasts, as well as mine, here's a tip!

Always have a decent microphone and always use headphones.

You owe it to yourself (and the podcast host) to make sure that the audio quality is as good as possible.

Here is my recommendation for the cheapest, most basic level of microphone & headphone combo if it's time to invest in a bit of decent equipment.

There's much better available, of course, but this will make sure that you're sounding good when the interview is recorded.

[INSERT AFFILIATE LINK FOR Logitech H390 USB Headset]

What else do I need to know?

We'll have a brief pre-chat before I start to record the interview, just to make sure the sound is fine, and you have time to tell me about anything that you want to mention.

I'll tell you when I'm going to start recording, so you'll know when what you say is 'on the record'.

I'll lead the way with the questions, I won't ask you anything that you can't answer, all you have to do is to treat it like a regular conversation.

At the end of the interview, I'll thank you for being a guest, then ask you where we can check you out online.

This is a good time to mention your blog/website, Facebook business page and/or Twitter account.

Don't list more than three outlets, people will lose the plot.

Important: Rights Issues

The rights to the interview are mine, though as the interview guest you may also use the audio as you please so long as I get a credit and reciprocal web link.

I will also credit and link to you in any of my uses of the interview.

I may transcribe interviews for future use, if so, you may have a copy, at no charge.

Important: Editorial Control

Final editorial control and decision-making are mine as the publisher of this content.

That won't cause you any problems at all and I'm always happy to edit out bits if necessary, at your request.

However, the final judgement resides with me.

I also reserve the right not to run an interview – because it will require too much editing, because the audio quality was too bad, because there are too many legal issues, because you turned it into a pitch-fest or because I don't think it's right for my podcast brand.

It's very unlikely that will ever happen, but it's worth me flagging up from the get-go.

My aim at all times is to make you sound great and to provide a useful interview for our listeners.

The legal obligations are mine too, so I will remove anything which may cause problems in that area.

It's worth me mentioning my Disclosure & Endorsement Policy too: [\[INSERT WEB LINK HERE\]](#)

That page outlines my approach to 'plugging' or promoting services or products, though you may mention your own books and products in passing of course.

What next?

Once we're finished, I'll check that the interview is fine then we're done.

I'll follow up by email to confirm your interview release date.