3 POV pre-interview Questions:

1	What's a commonly held belief you passionately disagree with about [guest's field of experience]?
2	What should every [guest's role] stop doing?
3	What should every [guest's role] start doing?

5 Question Interview Template:

After introducing the guest and asking them to share the point of view you discovered in the pre-interview, conduct your entire interview by simply asking the following questions:

1	What	What exactly do you mean?
2	Why	Why do you believe it?
3	Why	Why don't others believe it?
4	How	How can someone listening implement what you're saying?
5	How	How could someone trying to follow your advice screw up?

POV questions. What are they, and why do they work?

A POV question draws a distinct point of view out of a guest. Here are the top 3:

1. What is a commonly held belief you passionately disagree with?
2. What should everyone stop doing?
3. What should everyone start doing?

Here are 3 more

4. What's something everyone is trying to do that you've discovered a better way to do?
5. What's a failure you've experienced that you think many are headed for?
6. What's a resource/tool/channel people aren't using correctly or to its fullest?

Here are 2 last ditch questions

7. What's a recent thing you tried in your company that you were surprised by the result?
8. What's something you or your team have recently achieved that you're really proud of?

Pair them with your guest's experience to make them more niche:

So Sarah what's a commonly held belief about ABM that you passionately disagree with?

Laura, what's a commonly held belief about diversity inclusion that you passionately disagree with?

The more you interview, the more you find subcategories

In the Sarah and Laura example, Sarah is obviously a marketer, and Laura is obviously in HR.

I could have asked the questions off those job functions (and it works!).

But the more I do that, the more I discover sub categories like "ABM for mid-tier accounts."

In other words, you can start doing this with almost no knowledge of the field your show is about and learn all the categories through doing this.

Another way to discover subcategories is through original research.

Original research questions warm up the guest and get them talking about sub categories.

What/Why/How (Journalistic questions)

In the interview you just go journalist on their POV. Here are Journalistic questions I really like:

What (Identification and definition)	● What is it that everyone should stop doing? ● What exactly do you mean by: _____ ● Can you give me an example? ● What should they do instead? ● How do you define: _____
Why (theory, reason, rationale)	● Why do you think everyone does _____? ● Why should they do what you're suggesting? ● Why does it work better? ● What results have you seen? ● What results do you think listeners should expect? ● Why are people stuck in [bad behavior]
How (action guide, strategy, pitfalls)	● How does someone hearing this for the first time take action? ● For someone wanting to do this, what's step 1? Step 2? ● How could someone wanting to follow along easily get this wrong? ● How does someone copy what you're saying in [example situation] ● What should everyone doing this watch out for?

Note: a "how" question doesn't have to start with the word how. Why questions could start with "what." It's all about the intent of the question (identificaion, definition, theory, rationale, strategy, etc)

Caution:

Focus on actionability: A lot of guests will live in theory, talk in circles, or just focus on their own experience. Ask questions that make your guest tell the listener what to do and how to start.

Don't lengthen stupid stuff: You'll be tempted to ask questions or comment off everything they say. If they are talking about their cats, move the conversation on.

Don't worry about sounding smart: You represent the listener. When the guest says something you don't understand just go "for anyone less familiar, what did you mean by ____"

Don't be afraid to interrupt: Your guest may stumble upon something where you can stop them & ask, "What's a recent example of that?"