



17 of the Most Powerful Interview Questions Ever

Erik K. Johnson the Podcast**Talent**Coach

"You just need one person to ***listen***, get your message and ***pass it on*** to someone else.

And you've ***doubled*** your audience."

Robert Gerrish

17 Powerful Interview

Questions

1. Tell me about a time you _____.

Why it Works: This helps bring out great stories. It requires you to do some background work on the interviewee, but really creates a personalized interaction.

2. How did all this get started?

Why it Works: This helps bring out great stories. It offers a way to create personal connection and inspiration for the listener.

3. What is the craziest thing you've seen in business?

Why it Works: This question helps create an ear-catching bit of amazement in your content.

4. When did you realize you had a passion for _____.

Why it Works: This helps bring out great stories. It offers a way to create personal connection and inspiration for the listener.

5. What was the biggest challenge you've had to overcome?

Why it Works: This helps others relate to the interviewee and provides inspiration and advice for getting through challenges.

6. What is the best thing that has happened to you since you started?

Why it Works: This helps bring out great stories. It offers a way to create personal connection and inspiration for the listener.

7. What did it feel like when you _____?

Why it Works: This one takes some research, but offers a way to really connect with the interviewee emotionally.

8. If you were to do this over again, what is the first thing you would do?

Why it Works: So many people are wanting to get started doing things for themselves. This question delivers an answer when they ask themselves, "Where do I start?"

9. What is the best piece of advice anyone has ever given you?

Why it Works: This often provides an inspirational answer. It also has the secondary benefit of providing very actionable content.

10. What do you love most about _____?

Why it Works: More personal insight into the interviewee. Offers a chance to inspire and build a deeper connection.

11. What is your biggest frustration about _____?

Why it Works: This one takes some research, but offers a way to really connect with the interviewee emotionally and expose some common ground.

12. What is one of the resources you use the most often?

Why it Works: This gives your listeners another resource and helpful tool that they may not have known about.

13. Tell me how _____ played a part in developing your philosophy.

Why it Works: Takes some research to fill in the blank, but offers a bridge to building an extremely personal connection with the interviewee.

14. What is one thing people don't realize about _____?

Why it Works: Depending on how you fill in the blank, this can offer helpful tools or personal insight.

15. What is one hidden pitfall with _____ that prevents people from succeeding?

Why it Works: This gives your listeners another resource and helpful tool that they may not have known about.

16. How did you overcome the fear and the little voice in your head to _____?

Why it Works: So many of us battle with impostor syndrome, and hearing how others battle it is inspiring.

17. When you encounter _____, what is the first thing you do to overcome it?

Why it Works: When you fill in this blank with something you know your audience struggles with, they'll find a very inspirational and actionable answer.



We interview to give more **depth** and **voice** to our content. The goal of so many of these questions is to create **inspiration** and **connection** between the listeners and the interviewee (and you).

ABOUT ME

Many people get ready to record their podcast only to discover the 'imposter syndrome'. They hear that little voice inside their head asking, "Who do you think you are?"

I'm here to help you experience the *art of podcasting*.

My podcast is dedicated to the art and the show business of podcasting. My coaching style is personal. I treat every client as if they were part of my show. Find out more at www.podcasttalentcoach.com

Erik K. Johnson
Podcast**Talent**Coach

