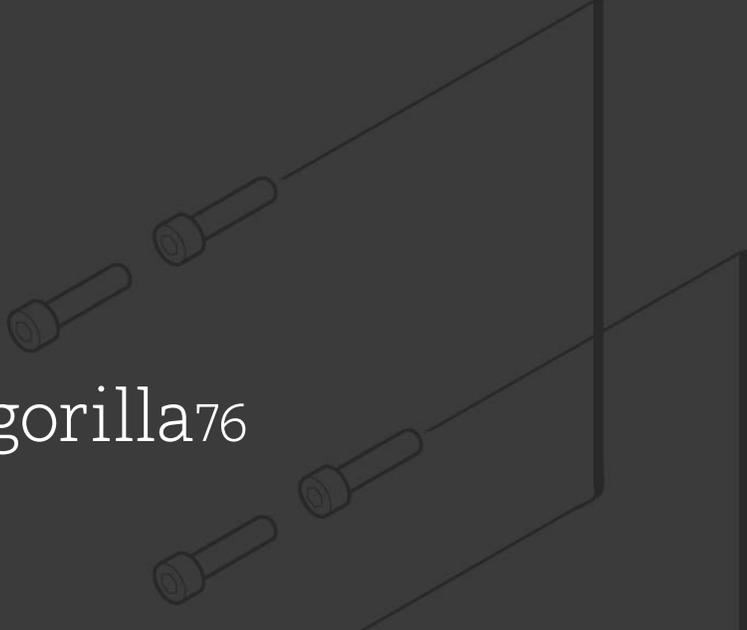# Content Research and Interview Playbook

Content Research
and Interview Playbook

PART 1: THE RESEARCH RABBIT HOLE

STEPS	DETAILS
Set the stage	Silence your phone. Turn off email and chat notifications. Block off time and focus.
Review notes	Survey the information you want to gather and consider the outcome you want the content to achieve. This will frame the way you ask questions.
Develop your initial question list	Treat it like an initial outline. These questions should be more about laying the groundwork for yourself.
Refine your questions	As you research, some questions you initially listed are bound to change. Add new questions. Delete bad ones. Refine them as your understanding on a subject evolves.
Note conflicting information	When you see competing claims online, note the conflict and keep digging. Don't take any one source at its word. Find multiple reputable sources.
Review your questions	Come up for air and check your questions again to see if the answers they elicit will address the intent of the piece.
Share questions in advance	As a courtesy, share the questions you plan to ask with your subject ahead of time. Your subject likely wants to be as prepared for the conversation as you are.

PART 2: NAILING THE INTERVIEW

STEPS	DETAILS
Summarize your intent	Give your interview subject a synopsis of the piece. Tell them why you're writing it, how you'll use it and what the end goal is.
Make a confession	Tell your subject that you're asking questions based on independent research. Welcome them to interrupt you if what you're asking is irrelevant.
Be thorough	No interview subject answers questions perfectly. If you detect something's off, take another crack at the question. Try asking another way.
Say what you don't know	Ignorance is okay. Be open about what you don't know or understand.
Make assumptions	The scientific method asks us to develop theories and then prove them wrong. Do this during interviews—it's a great way to learn the practical applications of dense, complex information.
Ask for more	Even if a subject answers your question, your gut may tell you more is needed. Simply ask for more. It's a vague follow-up, but it usually results in more detailed answers.
Go off script	As an interview evolves, more questions are bound to pop up. Ask them. Don't blindly follow your question list—it's not perfect.
Offer editing privileges	Invite your subject to review content before it's published. Maybe it's 100% accurate, but experts can guide you with edits so that the piece speaks the language of the audience it's meant to engage.
Side note	To make the most of a piece after it's published, there's more work to be done. Share it with your sales team. Review your email outreach program to see if there's a place for it there. Consult your experts again and ask: What do we cover next?

Request a consultation with an industrial marketing specialist. Visit **gorilla76.com/consultation**