

Business Profile Interview Tips & Questions:

It is important to note that the goal of this video is to capture the soul of the business; capturing as much who the customer is vs. what they do. The interview is the area where you can make this happen. This document will outline best practices to ensure conducting a successful and engaging interview.

1. Spend a few minutes with your subject to put them at ease. Let them know that any mistakes that they make can be edited out later.
2. Choose a quiet, well-lit location.
3. If possible, an interviewee in action or at least standing is better than sitting down – these are short interviews, so they shouldn't have a problem with comfort.
4. If it is dark, use an on-camera light.
5. Check and calibrate white balance.
6. Record 30 seconds of room tone to use if you need to in editing
7. Get the interviewee to state and spell his/her name along with the title that he/she wants to be credited with on the video.
8. Review the 3-5 messages that the customer wants to highlight in their interview and formulate questions that will elicit those responses. (make sure that the interviewee incorporates the question into their answer so that it makes sense without first hearing the question)
9. In addition to getting the 3-5 messages that the customer wants to get across in the interview here are some helpful questions to elicit interesting responses:
 - a. What makes this business so special?
 - b. What is the history or background of this business?
 - c. Why did you start the business?
 - d. What are you best known for? Why?
 - e. What makes this business different from other businesses like it?
 - f. What about this business are you the most passionate?
 - g. What notable awards have you won?
 - h. If you were to tell a potential customer why they should come here, what would you say?
 - i. What is a little known secret about this business that customers wouldn't know?
 - j. Are there any tips that you could tell customers that would improve their experience when they visit?
10. Encourage your interviewee to have fun and to smile!