*So you’ve landed an interview with your subject.*

* *What do you do? How do you prepare? Where do you go? What questions do you ask?*

There are a number of ways to prepare for an interview, but the key will always be “preparing” for the interview. You may not have days, hours, or even minutes to get ready for your interview, but the art of interviewing comes in the form of being “ready” for anything. Here are a few tips to help you get started on your journey.

**Prepare and Plan.**

* Start simple. Is this a recorded interview? What tools do you need? Where will you be meeting? Pick a quiet, yet comfortable place for your subject. Maybe there’s a location that suits the story?

**Collect, Gather, Repeat.**

* Research your subject and develop an understanding of what you’re hoping to learn from the interview. What information are you seeking? If you’re looking for an expert to explain something, research the data or facts surrounding the subject so you’re prepared in the field.

**Develop and prepare “must ask” questions.**

* Prepare a list of “must ask” questions. This shouldn’t be the only questions you ask, but it should help organize your thoughts and keep your interview on track.

**Prepare to be unprepared.**

* It’s ok to feel like you’re completely prepared – and then realize that you’ve learned something completely new and outside the original subject matter. If you’re prepared for the unexpected, you will learn to embrace the beauty of uncovering something you didn’t know. Explore that subject with the individual you’re interviewing. It may completely change the course of the interview, but you may end up with a better story than you anticipated. As Oprah would say, look for the “ah ha” moments.