

GOOD QUESTIONS – BAD QUESTIONS

It is really important to take the time to think about the questions you are going to ask your guest. How well you prepare and how well you research will determine the answer you get. So think really hard about what this person might be able to tell you and also how your readers will enjoy the interview if you ask the right questions.



WHAT MAKES A GOOD QUESTION?

- It is easy to understand
- It is relevant to the person
- It shows you have done your research
- It encourages your interviewee to provide a great response
- Its answer encourages more questions
- It provides you with the information you were hoping for



WHAT MAKES A BAD QUESTION?

- It gets a 'yes' or 'no' answer, or even worse – no response
- It is too personal
- It isn't relevant to the person answering
- Any questions about money or how much someone gets paid
- It makes the interviewee uncomfortable
- It is not a question you are proud of