**Interview Questions Template**

**Overview**

The purpose of these interviews is to gather expertise we can use to build a community with our audience. We want to learn who the members are, what needs and desires they have, what they want from a community, what they can contribute to a community.

The questions themselves are relatively simple, but the approach to asking them, the information provided, and the ability to put people at ease is crucial here.

**Introduction**

* Purpose of the call - gather their expertise.
* Make sure they feel valued.
* Bigger purpose - build the perfect community for people in their field.
* Find others we should contact and connect with.

**Questions**

1. Can you tell us a little bit about your background today and what you spend most of your time doing?
2. What are the biggest challenges you’re trying to overcome? What’s stopping you from overcoming those challenges so far?
3. What are the resources which would most help? (What kind of format / type would you like these resources to be in?)
4. What experiences and resources do you think you might be able to share with the community? Who would you like to help?
5. (if they participate in a community today) - Was there anything which nearly stopped you from participating? Is there anything we can be doing better?
6. Who would be most valuable for you to connect with? Who would you like to hear from?
7. What would be the biggest possible win for you personally? What would be an absolute game-changer?
8. What kind of technology do you use on a daily basis? How do you find the community experience today?
9. Is there anyone else in this industry that might be a good fit for this community? Would you mind connecting us with them?
10. Is there anything else we can do to make this community work for you?