

Article Magic

7 done-for-you article templates
to make writing newsletters & blog posts
as easy as filling in the blanks

Template #6: The Interview Article

Okay, this one isn't really an *article*. It's... well, it's an interview.

This one does take some planning ahead, but it's a great way to build relationships with other experts AND take the bulk of the actual writing off of your plate.

It's kind of like having someone write a Guest Article for you, but you guide the discussion, and it's often easier for the other expert because they just have to respond to your questions.

2 ways to do it:

- A recording. (This could be an audio or a video recording.)
- A written interview. (You send your expert a list of questions, and they write back with answers.)

We're going to focus on the the written interview.

Step 1. Article Title

Brainstorm a few "working" article titles.

How to ___ (an interview with Expert Name)
An intimate interview with Expert Name on ____

Step 2. Opening

Write a compelling opening that identifies what the problem or struggle is
Have you ever felt like _____?
Does this sound familiar? _____
I've been getting the same question from all my clients lately: _____?

Step 3. Tell us you've got an expert to solve it for us!

Which is why I've brought in Expert Name.

Step 4. Butter us up to the expert.

Give the expert a glowing introduction.

It can be unofficial -- how you know him, what you love about him, etc.

Or you can pull from the expert's "official" bio. (Just remember to edit it, so it still sounds conversational, like it's coming from YOU.)

Step 5. Transition to the interview.

I asked Expert Name if she'd be willing to share some of her best tips around _____.

I was thrilled to be able to interview Expert Name on this topic.

So here you go!

Step 6. The interview!

Make each new question its own "header," or a bolded line, so it stands out (just like in The List Articles).

Then include your expert's answer under each one.

You can edit the answers to follow the copywriting techniques you learn in this

course.

(For example, if your expert gives you one long paragraph for each answer, break those paragraphs up, so they're easier to read!)

If you do make edits, it's nice to send the expert a draft of it before you mail it out, just to give him or her a chance to request changes.

Step 7. Wrap it up!

Thank your expert. Tell the readers you hope they got something out of it.

Step 8. Close and Call to Action

Prompt your reader with a question to encourage them to hit reply (or leave a comment, if you're also using this article as a blog post).

Or invite them to find out more about this topic over on your website.

Or invite them to tweet something or come say "hi" on Facebook.

Step 9. Go back to Step 1 and finalize the title of your article.