

THE INTERVIEW POST

This post can be done as **TEXT** as shown at the top of this template. Or, as **VIDEO** or **AUDIO** as shown at the bottom of this template.

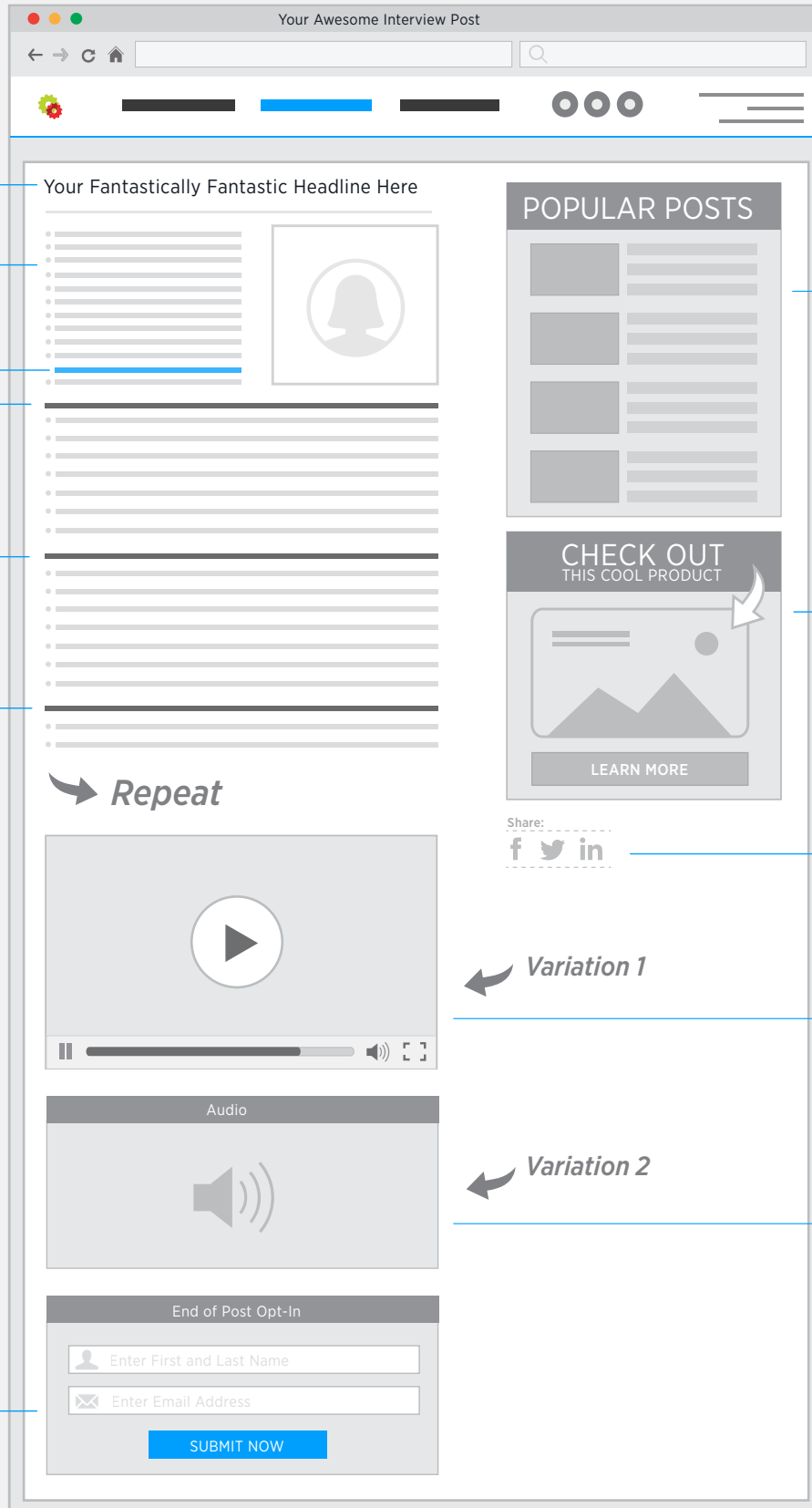
Spend ample time to create a good headline.

Quickly introduce the topic and the expert who is being interviewed.

Link to the expert's website or relevant social media profile.

Make each interview question a subheading and provide the expert's response underneath.

Have a Lead Magnet CTA or add an email opt-in form to the end of the post.



Have your popular posts in the sidebar so people can continue to interact with your blog.

Make a relevant low-dollar "Tripwire" or Lead Magnet offer in the sidebar.

Give the option to share the post at the top of the page or in the sidebar.

As a variation of the text interview—use recorded video from Skype or Google Hangouts.

As a variation of the text interview—use recorded audio with a tool like Skype.

