

Interview Guidebook: Turning Conversations Into Captivating Stories

Post-Interview Follow-Up Checklist



INTERVIEW DETAILS

Interviewer

Interviewee

Date of Interview

Topic

Post-Interview Follow-Up Checklist

Use this checklist immediately following your interview to stay organised and ensure no step is missed.



STEP 1: IMMEDIATE ACTIONS

Tasks to complete right after the interview ends

☐ **Thank the Interviewee (& PR team if applicable)**

- Send a thank-you message expressing appreciation for their time and insights.
- Method: Email / Message / Card
- Sent on: _____

☐ **Review Your Notes**

- Go through your notes while the conversation is still fresh.
- Highlight key points, memorable quotes, and any follow-up questions.

☐ **Save and Backup**

- Ensure that all notes, recordings, and files are saved and backed up securely.

STEP 2: CONTENT REVIEW AND PREPARATION

Preparing the interview content for publication, sharing, or internal review

☐ **Transcribe the Interview**

- If necessary, transcribe the interview to capture all details accurately.
- Tool used: _____

☐ **Edit for Clarity and Flow**

- Review the content for coherence, remove filler words, and ensure it reads smoothly.

☐ **Identify Key Highlights**

- Pinpoint standout quotes or insights that will be featured prominently in your final product.

☐ **Fact-Check and Verify**

- Double-check any facts, statistics, or claims made during the interview to ensure accuracy.

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STEP 3: FINAL PRODUCT AND DISTRIBUTION

Steps for finalising and sharing the interview content

☐ Draft the Final Product

- Write, edit, or format the interview into its final form (article, podcast episode, video, etc.).

☐ Send to the Interviewee for Review (if applicable)

- Provide the interviewee a chance to review for accuracy and suggest corrections.
- Send on: _____
- Received feedback on: _____

☐ Publish and Share

- Upload or distribute the final product through the intended platform (blog, podcast, social media, etc.).
- Published on: _____

STEP 4: ONGOING ENGAGEMENT

Actions to maintain a good relationship with the interviewee

☐ Send Final Product Link

- Share the published link with the interviewee, thanking them again for their participation.

☐ Invite Feedback

- Encourage the interviewee to share their thoughts on the final product.

☐ Stay Connected

- Keep in touch with the interviewee for future opportunities or collaborations.

NOTES
