



Jim Edwards'

Expert Interview Wizard

The **EZ Button** For Podcasters, Bloggers, and Infomarketers

Quick Start Guide



Support



FAQ



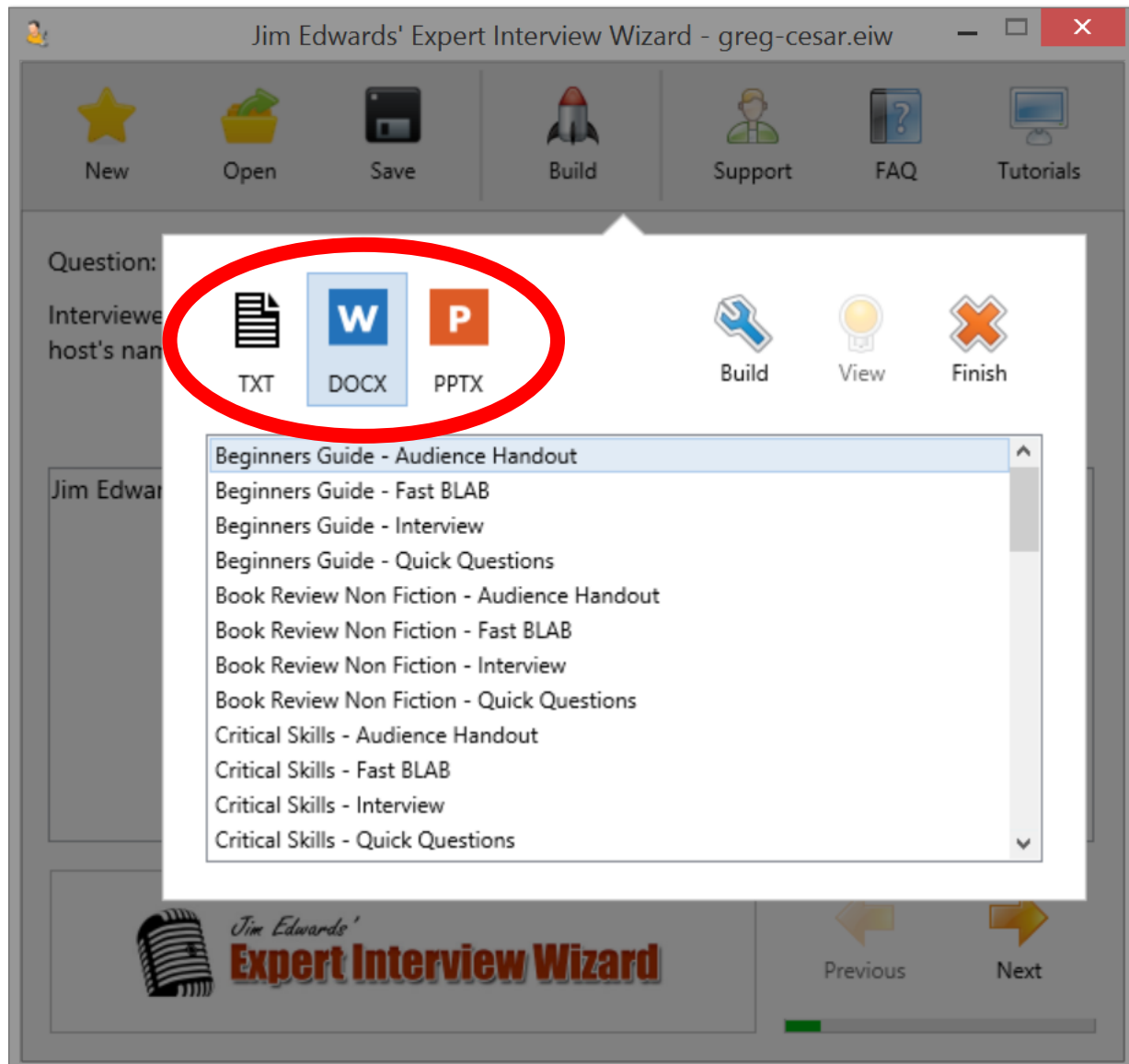
Tutorials

For Tutorials & Quick-Start Videos – [Click Here](#)

For Frequently Asked Questions – [Click Here](#)

For Support – [Click Here](#)

Which Template Should I Choose?



Outputs whichever template you select as a plain text file. Easy to edit in just about any program.



Outputs whichever template you select in DOCX format. Easy to edit in Word, Open Office, Pages, etc.



Outputs whichever template you select in PPTX format for presentation in PowerPoint, Keynote, etc.

Interview

Interview Templates = Complete Interview Script word-for-word with Introduction, Customized Interview Questions, Conclusion, and Call To Action

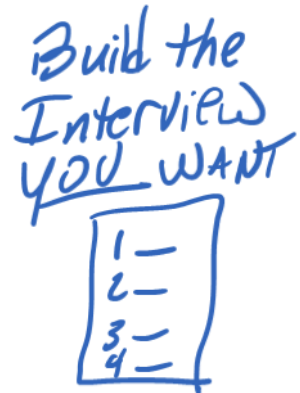
- Use this template when you want to do a formal interview and may be unsure / nervous about what to say during an interview.
- This script template makes it super easy to make sure you include every element for a successful interview.
- You can easily edit the interview script to further customize it for your needs, audience, and the expert you're interviewing.



Quick Questions

Quick Questions Templates = Pick and Choose Customized Questions from a specialized list for each type of interview to make any length interview you need

- Use this template when you want to create a custom interview of any length you choose for any purpose you choose.
- This output template gives you the flexibility to pick and choose the questions you use to assemble each interview YOUR way and customize it for both the expert you interview and your audience's needs.



"Fast BLAB"



Fast BLAB Templates = Cross between the full interview and the quick questions intended to help you create a complete, but short interview for things like BLAB, Google Hangouts and more.

- Use this template when you want to create a short interview, but still want to promote an offer or do a "sponsored by" segment at both the beginning and end of the interview



- This output makes it super easy to have a 2-page interview you can use to make sure you hit all the critical questions, but not look like you're reading the entire thing word for word on your webcam.

Audience Handout

Audience Handout Templates = Handout for audience to use during the live interview or replay

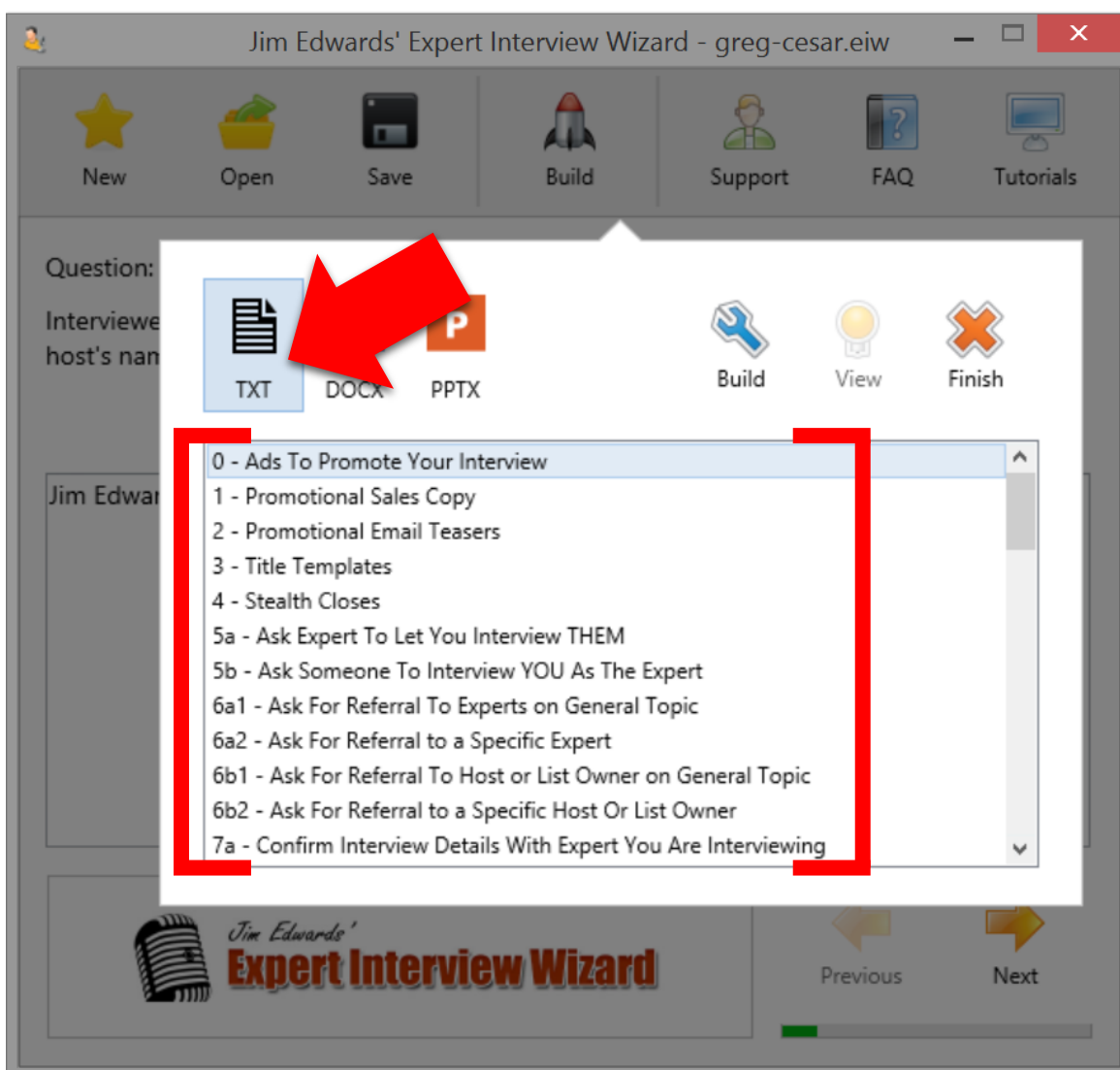
- Use this template to give your audience a CUSTOMIZED handout with fill-in-the blank spots they can use to follow along with each specific interview.
- Each audience handout template includes ALL the questions from both the "Interview" and the "Quick Questions" Templates from each of the Interview Types so you can easily delete whichever questions you're not going to ask.
- You can easily customize audience handouts with your graphics, logos, event information and more.



Which Interview Type Should I Choose?

Interview Type	Purpose	When to Use It
Beginners Guide	How to get started in the expert's topic of expertise	When you want to explain to newbies what to do in an area
Book Review – NON-Fiction	Interview an expert about their book	When you want to get someone exposure for their book
Critical Skills	Interview an expert about specific skills needed to get a result	When you want to know the skills necessary to get a specific outcome or result
FAQ	Questions everyone in the audience needs to know the answers to	When you have a lot of questions you want answered
How The Expert Got Started	How the expert got the payoff the audience wants in the topic area	When you want to show how a successful person got started and the audience can too
Mistakes	Mistakes the expert knows how to help the audience avoid	When you want to explain what NOT to do in an area
Myths and Misconceptions	Myths and misconceptions the expert can clear up	When you want to clear up what people think is true, but isn't (and what's the real deal)
New Idea / Technique	Interview an expert on something NEW they came up with (idea, technique)	When you want to highlight a new idea or "thing"
Product Review	Questions about a specific product, software, or service to help the audience make an informed decision	When you want to get exposure for a product (esp. with your affiliate link)
Rules of the Road	Interview an expert about the real RULES for success in a particular area	When you want to explain TRUE reality, rules, or laws
State of the Union	Questions about what the expert thinks about things in their topic area right now	When you want to share the "BIG Picture" as it is right now or the future
Step By Step Roadmap	Questions about what exact steps to take to get a specific result	When you want to show people the exact steps to get a result
Tips, Tricks & Secrets	Insider things the expert knows that can help the audience get better results faster	When you want to give people the inside scoop and cool stuff

Promotional Copy and Email Templates



0 - Ads To Promote Your Interview (Ad Templates)

- Choose this template to create hundreds of ads you can use to promote your interview on Social Media, Facebook, Your Blog and more. Just select a headline, body copy and call to action and your CUSTOMIZED Ad is ready to go!



1 – Promotional Sales Copy (Sales Copy Template)

- Choose this template to create customized sales copy to promote your interview.
- Use the sales copy on your blog, in flyers, sales page... wherever you're promoting your interview.
- Also makes customized VIDEO SCRIPTS you can use to make videos to promote your interview and get people to sign up



2 – Promotional Email Teasers (Email Sales Copy Template)

- Choose this this template to create email messages you can use for both broadcast AND in autoresponders to promote your interview as a:
 - Live Event
 - Replay Event / Podcast



3 – Title Templates (Title Template)

- Choose this template to create 100+ CUSTOMIZED Titles to choose from for your Interview.
- Makes it super easy to come up with a great title for your interview (which is KEY to a successful interview)



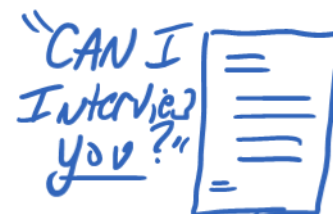
4 – Stealth Closes (Stealth Close Template)

- Choose this template to create sales copy you can use to promote your interview in videos, articles, blog posts, social media posts and more
- These make it super easy to promote without feeling or sounding too “salesy” or pushy



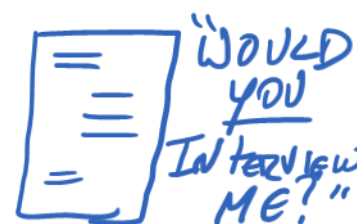
5a – Ask Expert To Let You Interview THEM (Email Template)

- Choose this template to create a customized letter / email you can use to ask a specific expert to do an interview with you
- This template hits all the hot buttons that would persuade most experts to agree to an interview without much objection



5b - Ask Someone To Interview YOU As The Expert (Email Template)

- Choose this template to create a customized letter / email you can use to ask someone to interview YOU to their audience so you can promote YOUR stuff
- This template hits all the hot buttons that would persuade a list owner, blogger, or podcaster to agree to an interview with you on your topic of expertise without much objection



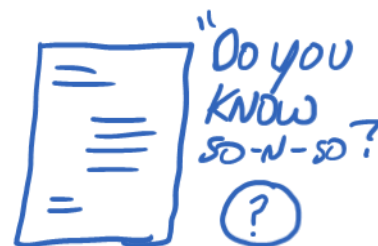
6a1 - Ask For Referral To Experts on General Topic (Email Template)

- Choose this template to create a customized letter/ email you can send to people you know to ask for a referral to anyone they know who is an expert on a specific topic
- This is a great way to get other people to introduce you to experts you don't know who can do an interview with you



6a2 - Ask For Referral to a Specific Expert (Email Template)

- Choose this template when you want to ask someone you know to introduce you to a specific person THEY know
- Using your sphere of influence to meet other people is an excellent way to meet specific experts and get them to agree to do an interview with you



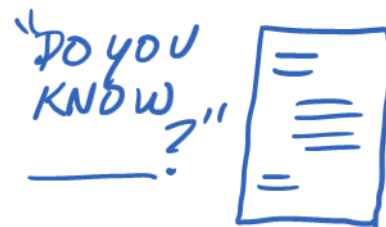
6b1 - Ask For Referral To Host or List Owner on General Topic (Email Template)

- Choose this template to create a customized letter/ email you can send to people you know to ask for a referral to anyone they know who can interview YOU as the expert on a specific topic
- This is a great way to get other people to introduce you to the people you don't know who can interview you and help promote your product



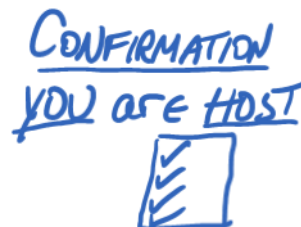
6b2 - Ask For Referral to a Specific Host Or List Owner (Email Template)

- Choose this template when you want to ask someone you know to introduce you to a specific person THEY know who can interview you to their list, on their podcast, on their blog, etc.
- Using your sphere of influence to meet other people is an excellent way to meet specific bloggers, podcasters, and info-marketers so you can ask that specific person to do an interview with you



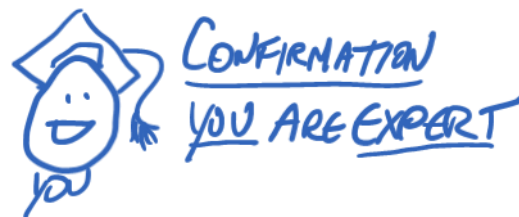
7a - Confirm Interview Details With Expert You Are Interviewing (Email Template)

- Choose this template once an expert has agreed to do an interview with you
- This makes it easy to get all the information they will need to show up at the right time, in the right place, answer questions and have a great time doing the interview
- This email goes a LONG way to making the interview fun, easy and stress-free on everyone



7b - Confirm Interview Details With Host Interviewing YOU (Email Template)

- Choose this template once a host has agreed to interview you to their audience
- This makes it easy to get all the information they will need to show up at the right time, in the right place, ask YOU the questions and have a great time doing the interview
- This email goes a LONG way to making the interview fun, easy and stress-free on everyone



8a - Expert Interview Prep - Reminder Email to Expert You Are Interviewing (Email Template)

- Choose this email to **remind the expert** about the interview, where to be and when, and any changes to the interview questions or format
- This is especially helpful if more than a couple of days have passed since the confirmation or if you are doing a group of interviews
- There's a reason your doctor's office calls to confirm your appointment! This reminder email cuts down on no-shows



8b - Host Interview Prep - Reminder Email to Host Interviewing YOU (Email Template)

- Choose this email to **remind the host** about the interview, where to be and when, and any changes to the interview questions or format
- This is especially helpful if more than a couple of days have passed since the confirmation (because people get busy)
- There's a reason your doctor's office calls to confirm your appointment! This reminder email cuts down on no-shows



9a - Thank The Expert for Interview (Email Template)

- Choose this template to create a thank you email / letter you SHOULD send the expert
- Saying "Thanks" is not only good manners, it sets you apart from other people AND makes it more likely the expert will:
 - Say nice things about you to others
 - Agree to do future interviews
 - Refer you to their other expert friends who can potentially do interviews with you too!



9b - Thank Host for Interviewing YOU as The Expert (Email Template)

- Choose this template to create a thank you email / letter you SHOULD send the host after they interview you
- Saying "Thanks" is not only good manners, it sets you apart from other people AND makes it more likely the host will:
 - Say nice things about you to others
 - Agree to do future interviews when you approach them
 - Refer you to their other blogger, podcaster and info-marketer friends who can potentially do interviews with you too!

