



## 10 questions to ask in an SME interview

1. **Why** is it important to you that others learn about X?
2. **How** would it make a difference in the world if more people understood about X/ changed their habits based on X?
3. **What** do people get wrong about X?
4. **What** is oversimplified about X?
5. **Who** else should I speak to about this?
6. **Why** does this topic matter?
7. **How** will this change things in the future?
8. **When** was the last time there was a major update in this field?
9. **What** is the question no one else is asking about this?
10. **Was** there anything you thought of while we were talking but I didn't happen to ask about it directly?

