

Crafting a Story: Interview-Driven Nonfiction Productions

with Amy DeLouise

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Today's Agenda

Learning Styles Exercise
The Art of Asking
Interview Practice Session

Thoughts after last week's workshop
on interview prep techniques?

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Learning Styles Exercise

What did you learn about the person
you interviewed?

What did you learn about YOU?

Now That You Know...

- Adapt question style to the OTHER PERSON's learning style
 - HOW questions for Kinesthetic learners
 - VISUAL questions for Visual learners
 - STORY questions for Audio learners
- Remember your own learning style may be different, so you may have to practice asking questions in a different way.

Remember

- Not every person has just ONE learning style
 - Be flexible in how you frame your questions
 - Be able to quickly reframe a question
 - Don't worry about coming back to a question later

The Art of Asking

Put Yourself in the Shoes of the Interviewee

- Even experienced public speakers get nervous
- They want to present their company well
- There is equipment and personnel they aren't used to
- There may be pressure from bosses
- Your interview techniques are designed to help them do well

Question Strategies

8 techniques for asking that get to the answers you hope for in nonfiction video storytelling.

The Framing Technique

1. Introduce your question THEME with a framing sentence. (Not too long)
2. The goal is to help the person use that term in their answer.
3. Then add the question.
4. EXAMPLE: Let's talk about INNOVATION. How are you using 3D Experience to innovate XYZ production?

Practice

The Quick Question Technique

1. Changing the pace of the interview helps change the pace of answers.
2. Quick follow-up questions are a great way to get more direct answers.
3. EXAMPLE: “Like what?” “Exactly how?” “Tell me more!”

Practice

The Shorter Answer Technique

1. Some speakers have a LOT to say
2. Let them get it out of their system
3. Then ask “if a student was trying to understand this process...”

The Contradict Me Technique

1. Some speakers are very reserved
2. They will not show emotion unless they feel they need to correct your misunderstanding
3. Then they can get very passionate!

Practice

Two “Do-Over” Techniques

1. The part about X was really great. But we had a little bit of noise, do you mind if I ask you that one more time?
2. Lean in as if you didn't quite hear the answer, and they will repeat it. (Only works for the last part of what they said.)

Nervous Speaker Technique

1. Get them to share a more personal anecdote
 - Why did you decide to become an engineer?
What do you love about it?
2. Do b-roll first and let them walk-and-talk
 - Sit down interview after they've gotten used to you and the crew
3. Worst case, let them take a break, go do some emails, come back in 20 minutes

The Finish My Sentence Technique

1. When all else fails...
2. Can you finish this sentence: “The biggest value we bring at ABC Company is...”

Practice

The Wrap Up Answer Technique

1. What is the ONE THING you want people to know about Company X?
2. What is the ONE THING you believe about using 3D Experience?

Practice

**Working on our Asking
Techniques Together**

GROUP Interview Practice

Summary of Our Workshops

Motivate Viewers

Build a Compelling Story Arc

Plan from Production to Post

Script Nonfiction

Authentic Interviews

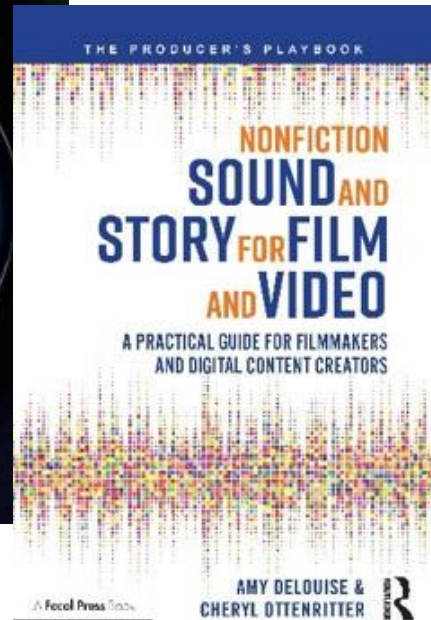
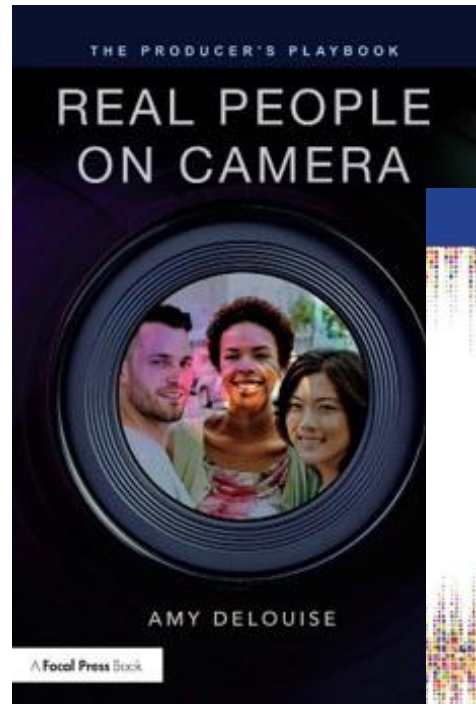
Get the “Right” Answers

Show Off 3D Experience Better



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Thank You!

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