INTERVIEW BEST PRACTICES WORKSHOP

THE BEST INTERVIEWS

START BEFORE WE HIT RECORD

Interviewing is far more than the right gear, pretty lighting and having great questions.

IT'S A GAME OF TRUST.

Nailing the technical details early allows us to remain present, conduct better interviews and utilize **emotional storytelling** *the fuel for connection.*

GIVE YOUR TALENT CONFIDENCE. GUIDE THEM.

INTERVIEW BEST PRACTICES

PRODUCTION

- The Myelin Way
- Technical
  - Knowing Your Set up
  - Hard & Soft Pipes
  - Lighting & Eye lines
- How to Prepare Clients & Questions
- Interviewing & Emotional Storytelling
- When to use a Partner like us?
- Q&A Session

PART I

THE MYELIN WAY

Myelin is white matter insulating our brain's nerves and thrives on repetition and consistency, ensuring messages transmit quickly and seamlessly.

Like myelin sheaths in our brains, a brand’s story should operate similarly.

Stories become compelling and memorable through deliberate and repetitive telling.
This isn’t merely storytelling. It's story-weaving, interlacing each into a powerful, coherent brand message that resonates.

That’s the essence of our storytelling process: ensuring a brands story is heard and felt.

We use emotional storytelling to help our clients connect with their audience.

QUESTIONS FOR REFLECTION

- **HOW CONFIDENT DO YOU FEEL WITH VIDEO?**
  - WHAT DO YOU WANT TO LEARN TO INCREASE THIS CONFIDENCE?
- **WHAT BENEFIT DO YOU THINK VIDEO/STORYTELLING BRINGS TO CLIENTS?**
  - WHAT IMPACT DO YOU HOPE TO MAKE WITH YOUR CLIENTS USING VIDEO?
- **WHY MIGHT BRANDS STRUGGLE WITH VIDEO?**
  - HOW CAN WE HELP REMOVE THESE HURDLES?

PART II TECHNICAL DETAILS

- **KNOWING YOUR SET UP**
  - Gear doesn't matter, but feeling confident with it does
- **HARD VS. SOFT PIPES**
  - Seeing spaces differently so you can make the best of any situation
- **LIGHTING & EYELINES**
  - Learning to shape a scene visually and emotionally

KNOWING YOUR SET UP

1ST LAYER | THE OBVIOUS

- CAMERA, LENSING, AUDIO, LIGHTING, TRIPOD

2ND LAYER | SUPPORTIVE

- CABLES, BATTERIES, MEDIA, POWER, CASES, PLATES

3RD LAYER | PRACTICE

- SYSTEMS THINKING, TIME SAVING, CONFIDENCE

QUESTIONS

- HOW CAN I PACK THE SAME EVERY TIME?
- HOW SHOULD I BUDGET MY TIME FOR LOAD IN, SET UP AND PRE-INTERVIEW?
- IS MEDIA READY TO BE FORMATTED?
- ARE THE BATTERIES CHARGED?

HARD VS. SOFT PIPES

HARD PIPES

- These are fixed items that can't be moved; windows, walls, outlets
- These are the first items that should be considered when picking a place to interview

SOFT PIPES

- These are things that can be moved, modified or adjusted
- Removing these is a good start, but also adding is the base of good set design and adding value and intention to great interviews.

LIGHTING & EYELINES

LIGHTING

- Where you place the light determines where you sit for the interview
- Light the eyes, give some dimension
- Soft vs Hard lighting
- Avoiding and embracing windows
- Letting your subject be the brightest

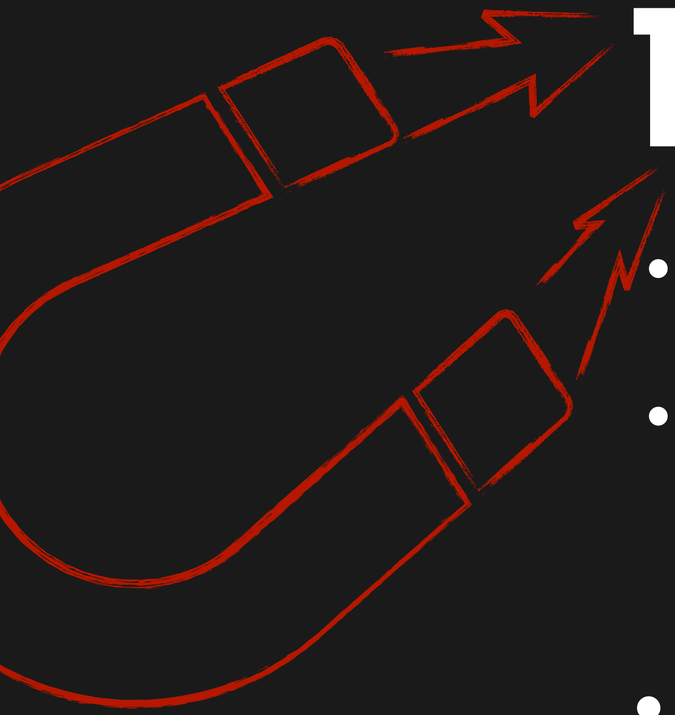
EYELINES

- Direct to Camera vs Off Camera
- What type of video is this?
- The right emotional connection
- Creating comfort for your talent

PART III

CLIENT PREPERATION

- PREPARING YOUR QUESTIONS? HOW MANY TO HAVE?
- HOW LONG IS A GOOD INTERVIEW?
- MAKING SURE YOU HAVE WHAT YOU NEED IN EDITING



TIPS & TRICKS

- EMBRACE PAUSES AND LET TALENT SIT IN SILENCE
- AVOID FORMAL FILMMAKING PRACTICES LIKE ANNOUNCING ROLLING, SLATES AND OTHER DISTRACTING PRODUCTION ORIENTED ITEMS. THIS MAKES A MAJORITY OF PEOPLE NERVOUS.
- REMIND YOUR TALENT HOW IMPORTANT THEIR STORY IS. HELP THEM UNDERSTAND THE USAGE. THIS EMPOWERS THEM AND SHOWS THEM THEIR ISNT A WRONG ANSWER.

PART IV

INTERVIEWING WITH EMOTION

- CREATING COMFORT FOR TALENT
- HOW LONG IS A GOOD INTERVIEW?
- HOW TO GET AN EMOTIONAL RESPONSE?

TIPS & TRICKS

- FOCUS LESS ON YOUR QUESTIONS AND MORE ON THEIR ANSWERS. ASK BETTER FOLLOW UP QUESTIONS FROM LISTENING.
- BUILD A RELATIONSHIP BEFORE THE INTERVIEW
- LEAVE AN OPEN ENDED FINAL QUESTION FOR REFLECTION.
- DON’T INTERUPT.

PART V

WHEN TO HIRE A PARTNER

- ENHANCING EXPERIENCE
- INCREASING ACCURACY
- IMPROVING YOUR RELATIONSHIP

BENEFITS

- UTLIZE OUR PROCESS
- COLLABORATE ON IDEAS
- SAVE TIME
- ACCESS TO OUR NETWORK OF CREATIVES
- INCREASE VISUAL QUALITY
- TOOLS FOR ACCURACY
- TEAM OF SPECIALIST

PART V

QUESTIONS & ANSWERS

IT'S YOUR TURN. ASK AWAY.

THANK YOU!

At Myelin, we're driven by a clear mission: helping clients use emotional storytelling to connect with audiences. We do this by focusing on four core objectives: **raising awareness, fostering alignment, enhancing reputation, and facilitating education.**

IF YOU ENJOYED THIS TRAINING YOU MAY ENJOY SOME OF OUR OTHER FREEBIES

- **BLOG**
- **3 LAYERS TO STORYTELLING STARTER KIT**
- **VIDEO MASTERY WORKSHOP**
- **STORY TAKES RESPONSIBILITY PODCAST**

Myelin | STORY TAKES RESPONSIBILITY

REMEMBER

STORY

TAKES RESPONSIBILITY

REAL CLIENTS.
REAL EXPERIENCES.

"MYELIN ALLOWED ME TO THINK OF VIDEO AS MORE THAN JUST ANOTHER STRING TO THE BOW. IT BECAME A TOOL TO TELL A STORY ABOUT OUR BRAND. I WAS ALWAYS SCARED OF VIDEO BECAUSE I DIDN'T THINK WE HAD THE TOOLS. WE ALWAYS SHIED AWAY IN THE PAST AS VIDEO SEEMED LIKE A BIG, SCARY TASK. MYELIN MADE IT SUPER EASY FROM END TO END, AND HONESTLY, IT JUST STARTED WITH A CONVERSATION THAT WAS INVALUABLE FOR US."

EMMA SEARS, CREATIVE DIRECTOR

"THEY KNOW WHO WE ARE; THEY KNOW OUR CRAFT. I REALLY APPRECIATED THAT THE MOST. THIS WAS A TEAM EFFORT THAT BROUGHT A LOT OF VALUE. WE CAME UP WITH SOME GREAT IDEAS ON HOW IT CAN RELATE BETTER TO OUR BRIGHT NEW EMPLOYEES. IT WAS REALLY COOL TO HELP GROW WHAT WE ALREADY DO. I LOVED THAT THEY GAVE DIRECTION AND TAPPED INTO YOUR EMOTIONAL FEELINGS ABOUT YOUR BUSINESS. THAT RELATES TO JOSH AND ROSS'S STYLE OF LETTING PEOPLE KNOW WHAT'S SO SPECIAL ABOUT OUR BUSINESS."

LAURA WINGFIELD, TWIRL BRIDAL OWNER

"DURING OUR CONVERSATION, ROSS AND JOSH ASKED PROBING QUESTIONS TO UNDERSTAND OUR BUSINESS AND GOALS BETTER. AS A RESULT, WE ALL LEFT WITH A CLEAR COMPREHENSION OF WHAT WE AIMED TO ACHIEVE. THE EXCITEMENT ABOUT WHAT YOU COULD OFFER US GREW, WHICH WAS A SIGNIFICANT SHIFT FOR ME. I GENUINELY BELIEVED THAT THIS PARTNERSHIP WOULD BE FANTASTIC."

BRIAN WALSH, CROSSFIT GAHANNA OWNER