

Content Creation / Podcast Content

Create thoughtful, engaging interview questions tailored to the guest's expertise, background, industry, and audience interests.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Podcast Interviews, Guest Prep, Conversation Design

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Why This Prompt Exists

Most podcast interviews fail because questions are generic, boring, or surface-level.

You get:

- “So tell me about yourself” (they’ve answered this 100 times)
- generic questions that could apply to any guest
- no follow-up depth (surface-level answers)
- questions that don’t serve the audience
- missed opportunities for great stories

But a great interview is not a Q&A.

It is a conversation that reveals the guest's unique expertise.

- Opening questions: warm-up, set context
- Deep-dive questions: specific, experience-based
- Story questions: “tell me about a time when...”
- Opinion questions: what they believe that others disagree with
- Audience questions: what listeners want to know

Without thoughtful questions, you get boring interviews.

This framework forces AI to ask questions that reveal insights.

The Prompt

Assume the role of a podcast interviewer who asks questions that reveal unique insights.

Your task is to generate interview questions for a guest.

Generate questions in these categories:

CATEGORY 1 – OPENING / WARM-UP (2-3 questions)

- Context-setting, story invitation

CATEGORY 2 – DEEP DIVE (5-7 questions)

- Specific to their expertise, experience, and opinions

CATEGORY 3 – STORY-BASED (2-3 questions)

- "Tell me about a time when..."

CATEGORY 4 – CONTRARIAN / OPINION (2-3 questions)

- What they believe that others might disagree with

CATEGORY 5 – AUDIENCE-FOCUSED (2-3 questions)

- What listeners can apply today

CATEGORY 6 – CLOSING (1-2 questions)

- Final insights, advice, or recommendations

INPUTS:

Guest Name and Title:

[INSERT]

Guest Expertise / Niche:

[WHAT DO THEY SPECIALIZE IN?]

Guest's Notable Achievements (optional):

[BOOKS, AWARDS, PROJECTS]

Target Audience:

[WHO LISTENS TO YOUR PODCAST?]

What Audience Wants to Learn from This Guest:

[SPECIFIC QUESTIONS OR TOPICS]

Episode Theme or Angle (optional):

[THE FOCUS FOR THIS INTERVIEW]

RULES:

- Avoid generic questions ("tell me about yourself")
- Include follow-up prompts for each question (how to dig deeper)
- Story questions must be specific, not "tell me a story"
- Contrarian questions must be respectful but pointed
- Audience questions must be actionable (not "what advice do you have?")
- Leave room for follow-up questions (don't script everything)

How To Use It

- Share questions with guests before recording (prep improves answers).
- Don't read questions verbatim — use them as conversation starters.
- Follow the guest's energy — if they're passionate about something, go deeper.
- The best questions come from genuine curiosity — ask what you actually want to know.
- Save unused questions for future episodes or bonus content.

Example Input

Guest Name and Title: Sarah Chen, Founder of PitchPerfect

Guest Expertise / Niche: Sales training and pitch coaching for B2B founders

Guest's Notable Achievements: Author of "The Unscripted Sale," coached 500+ founders, helped close \$50M+ in deals

Target Audience: B2B founders and sales professionals

What Audience Wants to Learn: How to sell without feeling pushy; handling price objections; differentiating from competitors

Episode Theme or Angle: "The death of the scripted sales pitch"

Why It Works

Most podcast interviews are boring because questions are generic.

This framework improves outcomes by forcing:

- category-specific questions (depth and variety)
- story-based prompts (memorable answers)
- contrarian questions (unique insights)

- audience-focused questions (actionable takeaways)
- follow-up prompts (conversational flow)

Great interview questions don't extract information — they invite stories and insights.

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