THE AI INTERVIEW KIT

The interview prompt, 5 more ways to use it, 10 backup questions, the edit checklist and what Google says

Most AI blog posts sound the same because the AI has nothing real to work with. Flip it: make the AI interview you first, then write from your answers. Your stories, examples and opinions are the part it cannot make up, and they are what readers (and Google) look for. Works in ChatGPT or Claude. Educational only. Not affiliated with Google, OpenAI or Anthropic. No ranking or sales are promised.

THE 5 STEPS

- Step 1: pick ONE question your customers really ask you (from calls, emails, reviews or comments).
- Step 2: tell the AI you are writing a post that answers it, and to interview you before it writes anything.
- Step 3: ask for 10 questions, one at a time, about your experience, your real examples and your opinions.
- Step 4: answer out loud with voice mode, like you are talking to a customer. Long, messy answers are fine.
- Step 5: have it write the post from your answers, then edit every line yourself (checklist on page 3).

THE PROMPT (COPY AND PASTE)

Paste this, then fill in the [BRACKETS]

I'm writing a blog post that answers this question: [YOUR QUESTION]. Before you write anything, interview me. Ask me 10 questions, one at a time, about my experience, my real examples, my opinions and the mistakes I see people make. Wait for my answer before you ask the next one. I'll answer out loud with voice mode, so give me a moment between questions. When we're done, write the post from my answers, in my words. Keep my examples and my opinions, do not invent facts, numbers or stories, and mark anything you are unsure about with [CHECK].

Tip: in a voice conversation, say "next question" when you are done answering. Keep the chat open so you can ask for a shorter version, a title, or a social post from the same answers.

5 MORE WAYS TO USE THE SAME INTERVIEW

1) A service page

I'm writing the page for my [SERVICE] in [CITY]. Interview me first: ask 8 questions, one at a time, about who I help, what the job really involves, what it costs and why, the mistakes I fix, and a real job I'm proud of. Then write the page from my answers, in my words, with a clear call to action.

2) A listing or neighborhood post (agents)

I'm writing about [ADDRESS or NEIGHBORHOOD]. Interview me first: ask 8 questions, one at a time, about the home's features, what I noticed walking through, nearby places I actually know, and who asks me about it. Then write the post from my answers. Describe the home and the area, never what kind of person should live there (fair housing).

3) An FAQ page

Here are the questions my customers ask most: [PASTE 5-10 QUESTIONS]. Interview me on each one, one at a time, then write a short, plain answer for each in my words.

4) A customer story

I want to write a customer story about [JOB or CLIENT, with permission]. Interview me: ask about the problem, what we tried, what we did, what changed, and what I would do differently. Then write it as a short story. Use only details I give you.

5) A week of social posts

Using my answers in this chat, write 5 short social posts, each built on one story or opinion I gave you. Keep my wording where you can. No hashtags in the middle of sentences.

IF YOU FREEZE: 10 BACKUP QUESTIONS

- What do customers usually get wrong about this before they call you?
- Tell me about one real job where this came up. What happened?
- What would you tell a friend to do, honestly?
- What does it usually cost, and what makes the price go up or down?
- What is the most common mistake you fix?
- What do other people in your business say that you disagree with?
- How long does it really take, start to finish?
- What should someone do first, today?
- What question do you wish more people asked you?
- When should someone NOT hire you (or not do this)?

THE EDIT CHECKLIST (BEFORE YOU POST)

- Every fact, price and number is right today. Anything marked [CHECK] is checked or cut.
- Nothing the AI added that you did not say: no made-up stories, clients, quotes or statistics.
- Real names and details only with the customer's permission.
- No promises you cannot keep ("guaranteed", "best in town" without proof).
- Read it out loud. If it does not sound like you, change it until it does.
- Add one real photo of your work and one clear next step (call, book, message).
- A clear title that matches the question, and the answer in the first few lines.

WHAT GOOGLE SAYS (CHECKED OCTOBER 8, 2026)

Experience counts

"Google's ranking systems aim to reward original, high-quality content that demonstrates qualities of what we call E-E-A-T: expertise, experience, authoritativeness, and trustworthiness." (Google Search Central Blog, Feb 8, 2023)

A question Google asks you to ask yourself

"Does your content clearly demonstrate first-hand expertise and a depth of knowledge (for example, expertise that comes from having actually used a product or service, or visiting a place)?" (Creating helpful, reliable, people-first content)

Using AI is not the problem; gaming rankings is

"Appropriate use of AI or automation is not against our guidelines." But: "Using automation—including AI—to generate content with the primary purpose of manipulating ranking in search results is a violation of our spam policies." (Google Search Central Blog, Feb 8, 2023)

WHERE THIS COMES FROM

- Google Search's guidance about AI-generated content (Feb 2023)
- Creating helpful, reliable, people-first content
- Google spam policies: scaled content abuse

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