

Top 15 Subject Matter Expert Interview Questions

Here are some example questions to make the most of the time you have with your Subject Matter Expert:

1. Top three best practices around this subject and examples of each.
2. What are the common mistakes made around this subject?
3. What are the common misconceptions around this subject?
4. Tell me the three most common challenges around this subject, and how to manage them.
5. Why are customers doing this right now, and if not, what's holding them back?
6. One thing you want a reader to take away from this article?
7. Actions you want a reader to take after reading this?
8. What do you forecast for the future of this industry/product/service/trend?
9. What do you forecast to be the next big thing in your industry?
10. What do you forecast to be the next big threat?
11. Please share advice for others in their profession.
12. What is your favorite part of your job/work/area of expertise and why?
13. Can you share resources you follow to get new information on this subject?
14. What is something you wish you'd known when you started in this industry?
15. Is there anything you would like to add?

