

# SME Interview Script Template

The Extraction Script for High-Authority Positioning

## 1. Details

**Interview Title:** [Enter Title Here]

**Date:** [MM/DD/YYYY]

**Interviewer:** [Name]

**Interviewee:** [Name]

## 2. Introduction

[Briefly introduce the purpose of the interview, welcome the interviewee, and outline the process. Example: "I'm here to extract your 'source code' on **Zero Trust Migrations** so I can translate it into a market-leading perspective." Don't forget to ask for permission for recording]

## 3. Questions

Step	Question	Notes
Q1- The Myth:	[Example: "Everyone is obsessed with 'Identity as the new perimeter.' From the trenches, what is everyone getting wrong?"]	
Q2 - The Friction:	[Example: "When a client starts a Zero Trust project, what is the 'invisible' wall they hit that wasn't in the sales deck?"]	
Q3 The Cost:	[Example: "If a CIO ignores that wall for six months, what does it cost them in terms of breach surface or technical debt?"]	
Q4 The Warning:	[Example: "If a friend was hiring a 'big-box' firm for this, what is the one specific warning you'd give them?"]	
Q5 The Future:	[Example: "In 24 months, will we still be talking about Zero Trust, or something else entirely?"]	



# The Content Letter

## 4. Closing

[Thank the interviewee for their time, explain next steps, and provide contact information if needed.]

## 5. Next step: SME Voice-to-Content:

Turn the transcript into several modular assets. Example: one LinkedIn "Rant" (The Contrarian View), one Technical Lab Note (The Hidden Friction), and an Executive Briefing (The Economic Consequence).

You can put this prompt into an LLM along with the interview transcript to automatically draft the first version of these 3 modular assets.

*Copy and paste the following into your LLM:*

"You are a Narrative Architect. Attached is a transcript from a technical SME. Your goal is to extract the 'Signal' and create 3 modular assets:

1. **The LinkedIn Rant:** A contrarian, high-hook post based on the 'Hype vs. Reality' check.
2. **The Technical Lab Note:** A deep-dive into the 'Hidden Friction' for Technical Architects.
3. **The Executive Briefing:** A high-level summary of the 'Economic Consequences' for the C-Suite. Use the SME's unique 'Technical Truths' and strip away all generic corporate fluff."

See example outputs below



# The Content Letter

## Example Outputs:

(Based on a Zero Trust SME Interview)

Asset Type	Content Focus (The "Signal")	Target Persona
<b>LinkedIn Rant</b>	"Zero Trust isn't a product you buy; it's a culture of paranoia you build. Most firms sell you a 'license' to solve a 'process' problem."	The Industry / Peers
<b>Technical Lab Note</b>	"The Hidden Wall: Legacy VPN protocols that 'break' when MFA is enforced at the packet level. Here is the work-around..."	Technical Architect
<b>Executive Briefing</b>	"Delayed Zero Trust implementation isn't just a security risk; it's a \$400k/year tax on developer productivity due to redundant authentication."	CIO / CFO