



# 9 MISTAKES

marketers should avoid when interviewing architects, engineers & construction pros for thought leadership content

Hi Shelby,

My wife and I are expecting our first child any day now, and if there's one thing I've learned in the past 37 weeks, it's that I've got a lot to learn. (Don't we all?) As an only child with zero babysitting experience, I haven't exactly logged the most diaper-changing hours. Thankfully, there are always experts with answers!

But what good are the answers if I'm too self-conscious to ask the questions in the first place?

As a former journalist whose literal job was to ask questions, I had to get over the fear of sounding stupid a long time ago. This phobia can stand between you and potentially game-changing information, whether you're a reporter, a new parent or an in-house marketer.

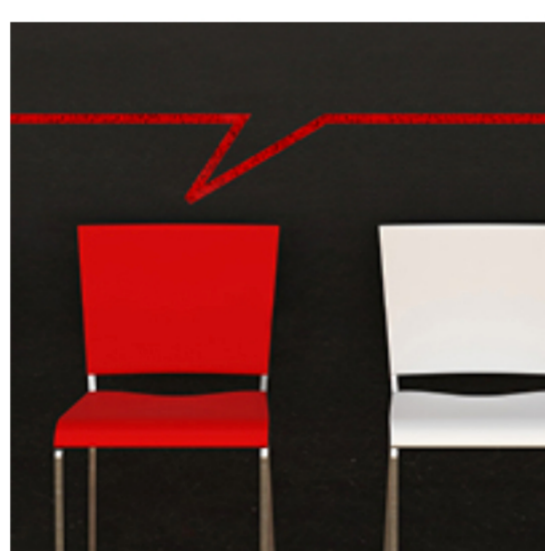
In fact, "being afraid to sound stupid" is No. 5 on our list of 9 mistakes to avoid when interviewing subject-matter experts for content creation. Check out Kevin Beaugrand's latest blog post to see the rest of the list to ensure your interviews generate thought leadership content that's fresher than that newborn-baby smell.

Cheers,

Steven

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## Related Posts



[Content marketers: 7 ways to improve your subject-matter-expert interviews](#)

We talked about what not to do when interviewing your subject-matter experts above. But what are some things you should do to make those interviews even more effective? Michelle offers seven tips in this blog post.



[4 reasons marketers must shift toward a 'knowledge extraction' mindset](#)

What is knowledge extraction? What does it look like? Why can't you afford to ignore it? In this post, Michelle answers those questions and more to help you hone a skill that's essential to effective B2B and professional services content marketing.

## Spill the Ink Podcast



[Digital Marketing Tips for AEC Firms With Lindsay Diven of Marketers Take Flight](#)

In this episode, Michelle chats with Lindsay Diven, Marketing and Sales Manager for Blackbox Connector solutions with Full Sail Partners. In under 30 minutes, learn about the current state of digital marketing in the AEC industry, underutilized tactics that can transform AEC firms, whether firms should invest in marketing for government clients, and more.

## HAVE YOU MET SOFIA?



We recently added an award-winning former broadcast journalist to the Rep Ink team! [Sofia Millar](#) joined as an account coordinator after several years as an on-air reporter for television stations in Florida, Louisiana and Kentucky. Our AEC clients rely on her research, writing and media relations skills to help tell their brand story and grow their business. Connect with Sofia [on LinkedIn](#) or drop her a line at [sofia@rep-ink.com](mailto:sofia@rep-ink.com).

### ABOUT US:

Reputation Ink is a public relations and content marketing agency focused on professional services firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

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