The interview questions you will be asked during our recorded Zoom interview are below. Please keep in mind the following notes:

* Think about these questions ahead of time, but don’t memorize responses. Interviews always sound better when you speak naturally rather than delivering a prepared statement.
* What do you want your video to say? Is there anything not covered in these questions that this audience needs to know? Feel free to edit these questions to best capture the story you want your video to tell.
* Don’t be concerned about delivering the perfect soundbite. If you’re not happy with a response, feel free to collect your thoughts and start over. No pressure!
* The interview will be very conversational. Relax, have fun, speak from the heart and you’ll do great.

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**INTERVIEW QUESTIONS**

* Give me a high-level overview of [your company]—what’s your elevator speech?
* What is important for this audience to know about [your company?]
  + Years in business
  + Pioneer in the industry
  + Awards
  + Specialized expertise
  + Etc.
* How long has [your company] been a supporter of, or involved with NASP?
  + Why is NASP important to you?
* What experience does [your company] have in the subrogation field?
* What service(s) does [your company] provide for this audience?
* Why should NASP members in the audience partner with [your company?]
* What makes [your company] different?
* Speaking directly to this audience of subrogation professionals, what message do you want to leave them with?
* Is there anything we haven’t talked about that you would like to add?