HIGH TECH INFLUENCER

Podcast and Starting Questions

Here's a set of questions to send podcast hosts. They're grouped in the order an interview usually flows, and the ten marked are the core list to send most shows.

Q1. Origin and credibility

1.What is High Tech Influencer, and who is it for?
2.What made you start HTI? Was there a moment you realized creators needed this?
3. You've been writing about tech and creators on LinkedIn since 2008. What changed most in that time?
4. How did you and Topher end up building this together, and how do you split the work?
5. What did you get wrong in the first year?

Q2. AI for creators (the core topic)

6. What's the single most useful AI tool for a creator right now, and what's overhyped?
7. Walk us through how you actually use AI in a week of making content, step by step.
8. Where should creators not use AI?
9. How do you keep content sounding human when AI is helping write and edit it?
10. Will AI make it harder or easier for a new creator to stand out in the next two years?
11. What's one AI workflow a listener could try tonight in under 30 minutes?

Q3. Short-form video

12. Why short-form first? What does it do that long-form can't?
13. What separates a Short that gets 500 views from one that gets 500,000?
14. How do you think about hooks? Give us a few that consistently work.
15. Is posting every day still necessary, or is that advice outdated?
16. How do you turn one idea into a Short, a long-form video, a newsletter and a post?

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Q4. Building the community

17. How will the community tranfer to the Metaverse?
18. What happens inside the community that people can't get from free YouTube videos?
19. What's a member win that stuck with you? (Get permission first, or keep it anonymous.)
20. How do you keep a free community active without burning out?

Q5. The business side

21. How do creators actually make money with an audience under 10,000 people?
22. What should a creator say yes to with a first brand deal, and what should they turn down?
23. What's the biggest money mistake you see new creators make?
24. How do you decide what to give away free and what to charge for?

Q6. Contrarian takes (where clips come from)

25. What's a piece of popular creator advice you think is wrong?
26. Is "going viral" a good goal or a trap?
27. Hot take: will most influencers be AI-generated in five years?
28. What's something you believe about the creator economy that most people in it would disagree with?

Q7. Personal and closing

29. What does a normal day look like for you?
30. If someone wants to start today with no audience and no budget, what are their first three steps?
31. Where can people find HTI and join the community?