The Accidental Engineer
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Welcome to
The Accidental Engineer

We're looking forward to having you on as a guest! This guide is meant to provide you with specific information about how to make your appearance on the Accidental Engineer a success!

WHO WE ARE

Our audience

20-40 year olds who are deeply interested in software engineering careers.

We measure demographics of our viewers via third party analytics tracking service providers (Google Analytics, YouTube, email surveys).

The team

Max Mautner is both the interviewer and executive producer. Please direct all questions to Max at max@theaccidentalengineer.com.

THE INTERVIEW PROCESS

Pre-Interview

Max will have share sample questions and topics for feedback before the recording session. Additional information to discuss before we begin recording includes:

- Given the audience, what topics would be most engaging for discussion
- Given the covered topics, where will the final product be distributed for promotion

Recording

In-person video recording location is flexible and will be coordinated when scheduling.

In certain circumstances we will interview audio-only over Skype.

Post-Interview

The process after recording the interview:

- We edit the video, adding bookends + transitions, improving audio + video quality
- Publish the video to MP4 video format
- Upload to YouTube as an unlisted video and share the link with you
- Interviewees have 24 hours to review the post before it is made public
- Pending interviewee approval, the video will be made public on YouTube, posted on theaccidentalengineer.com, and a text transcription may be created to help the discoverability of the interview

The last item post-interview is the most important: **promotion**

The Accidental Engineer reserves the right to promote the content on social news sites including but not limited to LinkedIn, Facebook, Reddit, Hacker News and YouTube.

Our goal is to cast you as an expert and we will do our best to represent you in the best light possible.

CONTENT

Before we conduct the interview it helps to know what types of content are the most engaging for our audience and what to think about when discussing yourself, your experience and your areas of expertise.

Evergreen

So-called "evergreen" content refers to information that is continually relevant and stays "fresh" for readers irrespective of when they watch it. This includes general career advice about interviewing, negotiating, what to look for in an employer + a technology.

This is in contrast to contemporary content.

Contemporary

While evergreen content will obtain viewers for the long-term, discussing contemporary events or data can be very effective at acquiring attention which translates to brand awareness for you and new subscribers for TAE.

Contemporary topics we could cover include legal cases, mergers & acquisitions & bankruptcies, layoffs, public stock movement, current trends in employment and technology adoption.

In sum, consider what type of content *your* expertise best addresses so that when it comes time to record the interview we're not left flat-footed and searching for topics you feel comfortable talking about!

All that being said, we are looking forward to recording the interview, and hopefully it is the first of many,

TheAccidentalEngineer.com