

HOW TO PREPARE FOR **PODCAST** INTERVIEWS



How to Prepare for Podcast Interviews

Discover the secrets to successful interviews

Workbook

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Introduction

The podcasting revolution has taken the digital landscape by storm, captivating listeners seeking in-depth conversations and valuable insights. For entrepreneurs and small business owners, podcast interviews offer an exceptional opportunity to leverage this powerful medium and position yourself as a go-to expert in your field. By immersing yourself in these conversations, you can reach a vast audience hungry for the knowledge and solutions you bring to the table.

In this workbook, we will guide you through a step-by-step journey of preparing for podcast interviews to maximize the impact on your personal brand. From honing your messaging to delivering a stellar performance, each module is carefully crafted to equip you with the skills and strategies needed for success. By the end of this workbook, you'll have the tools and confidence to seize podcasting opportunities and establish your authority, ultimately driving growth and expanding your influence.

Get ready to dive into the world of podcast interviews as we uncover the secrets to commanding attention, leaving a lasting impression, and seizing the incredible potential this medium offers. Let's embark on this transformative journey together as we unlock the art of preparing for podcast interviews and harness their unrivaled power to propel your personal brand to new heights.

Module 1 – Preparing for Your Podcast Interview

Key Takeaways

- Invest in quality equipment and a fast internet connection. This is part of your professional toolkit.
- Do what you can to prepare the immediate surroundings where you'll be recording to cut out noise and distractions.
- Have a backup plan with your host in case of tech glitches.
- Outsource anything technical if you don't feel confident.
- Check everything works, then check again 60 minutes before the interview.
- Always take time to prepare for your interviews. You'll feel more confident and be a better guest.
- Practice as much as you can by doing mock interviews so that you can get comfortable with your answers.

Action Steps

1. Research and purchase a quality mic and headphones or earpiece, and also a camera if you can. Get them set up and tested.

	✓
MICROPHONE	
HEADPHONES / EARPIECE	
CAMERA	

2. Check the speed of your internet connection and upgrade if necessary.

INTERNET SPEED	
DO YOU NEED TO UPGRADE?	Yes / No

3. Complete the **Tech Checklist**.

	✓
Ensure that you have a good Internet connection & phone connection	
Check your microphone. Is it plugged in? Make sure that the earpiece is working	
Check your camera is working	
Double check you're not using your built-in mic and webcam	
If using Skype, make sure that you are connected to it	
Close any programs running in the background that could cause interference.	
Set up your computer in a quiet room with a door that can be closed	
Avoid having children, dogs, cats, or anything that will be a distraction close by	
If you're using lighting, make sure it's set up and that the bulbs work	

15 minutes before the interview time	
Get your notes ready	
Sign in to any recording platform as they can take a while to load	
Open up any tech and download any available upgrades e.g. Skype. Reboot your computer	
Go to the bathroom	
Get comfortable in your chair	
Take soothing deep breaths	
Focus on how you're going to help listeners during the interview	

Module 2 - Prepare Yourself for the Interview

Key Takeaways

- Always take time to prepare for your interviews. You'll feel more confident and be a better guest.
- Practice as much as you can by doing mock interviews so that you can get comfortable with your answers.
- Rehearse answering potential interview questions.
- Practice your interviewing as much as possible to get the balance right between helping the audience and promoting your work.
- Stay true to your personal brand and values, and let your authentic self shine through.

Action Steps

1. Prepare your 3 talking points and add them to your [Interview Preparation Document](#).
2. Write down answers to standard questions:

How did you get started?	
Tell us more about what you do	
How can you help our listeners with their problems?	
And how do you do that exactly?	

<p>Can you give me an example of how you've helped someone with this before?</p>	
<p>What can you offer my listeners to help them?</p>	
<p>What are you working on right now?</p>	
<p>Is there anything I should have asked, but didn't?</p>	
<p>How can people find out more about you?</p>	

3. Craft your 5-step story and practice telling it.

1.	<i>Everything was normal in your life</i>
2.	<i>A pivotal event came along such as a health scare, bankruptcy, etc.</i>
3.	<i>You gained perspective and wisdom, learning from your experience</i>
4.	<i>You took action</i>
5.	<i>That brought you to your current situation doing the work you are now</i>

4. Hold mock interviews with a colleague or friend.

- a. Give them the questions to ask you and record this as if it's a real interview.
- b. Review your performance with your 'interviewer' and make notes of anything that you can improve.

Notes

Module 3 - Be A Good Podcast Guest

Key Takeaways

- Have integrity as a podcast guest. Honor your word and do what you say you'll do.
- Be responsive and easy to communicate with.
- Send a 'thank you' note immediately after the interview.
- Offer what help and support you can to your hosts.
- Develop a methodical system for keeping in touch.

Action Steps

1. Review the tips in the lesson.
 - a. Choose 3 that you might struggle with.

	✓
Make sure you're hydrated. Dry mouths lead to lip-smacking sounds that distract the listener	
Drink a glass of water 20-30 minutes before the interview	
Have a warm drink on hand	
Don't eat during the interview	
Try not to move too much. Hand gestures can be heard even on audio	
Don't rustle papers. Put your answers on index cards	
Don't write complete sentences; use simple words to jog your memory.	
Avoid "ums", "aahs", "sort of", "like" and other filler words	

b. How will you alter your behavior to fulfill these requirements?

Tip	How will you alter your behavior?
1.	
2.	
3.	

2. Draft your emails. You'll need to customize them appropriately:

a. A thank-you email to send immediately after the interview.

b. A follow-up email to send once the show has aired.

3. Research reminder tools to find the best one for you. Set it up and schedule follow-up emails with your hosts at 2-month intervals.

Notes

Module 4 - Maximize the Value of your Podcast Interview

Key Takeaways

- Only use the social media platforms your target market uses.
- Promote your host and their show when publicizing your interviews. This will help build your relationship with them.
- Take advantage of the evergreen nature of your recording by repurposing your interview in as many ways as possible.
- Do what you can to improve your performance as a podcast guest.
- Media training is a great way to grow as a podcast guest.

Action Steps

1. Pick the social media channels (no more than two) where you'll focus your publicity. Why have you chosen these?

Channel 1	
Channel 2	

2. Choose 3 tactics to promote your guest appearance on social media
 - a. Note the results you hope to get
 - b. Use them for your next podcast interview and note the outcome
 - c. Decide if you want to use them again or not.

1.	
2.	
3.	

What results do you hope to get with these 3 tactics?	
Use them for your next podcast interview and note the outcome	
Do you want to use them again or not?	

3. Write down 3 ways to repurpose your interview and what you need to do to take action.

	Repurpose into...	How?
1.		
2.		
3.		

4. Review your interview performance from your last interview. Answer these questions:

<p>How do you think the interview went?</p>	
<p>Did you have a good rapport with the host?</p>	
<p>Did you get your key messages across clearly?</p>	
<p>What could you do better next time?</p>	

Module 5 – Review & Refine

Key Takeaways

- Consolidate and implement your learning and plan future action steps.
- Use your contacts list to keep a constant flow of interviews.
- Review the efficacy of your podcast strategy at 6- and 12-month intervals to see if it's bringing you the business results you want.
- Start your own podcast.

Action Steps

1. Plan a review of your podcast strategy after 6 months and note the results.

6-month review date	
Results	

2. Review the course thoroughly and answer these questions.

<p>What have you learned about getting booked as a podcast guest?</p>	
<p>What difficulties have you encountered?</p>	
<p>How do you plan to address these?</p>	
<p>What further steps can you take to become totally comfortable with the process?</p>	

3. Use the action plan table below to record your goals and what needs to happen next.

	Action to Take	Action Deadline
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Interview Preparation Document

Logistics

Date	
Start Time	
Media Format	<i>Audio / video</i>
Platform	<i>Zoom, Skype or other</i>

Interview Details

Podcast Name	
Podcast Host	
Host's contact details	<i>Cell number, Skype ID, log-in...</i>

<p>Relevant information</p>	<p><i>e.g. interviewer's style/tone, recent broadcasts to note, relevant news stories...</i></p>
<p>Subject</p>	

<p>Format</p>	
<p>Desired Outcome</p>	<p><i>Your end-goal for this interview</i></p>
<p>Key messages to communicate</p>	<p>1.</p> <hr/> <p>2.</p> <hr/> <p>3.</p>

Incentive offered	
Call-to-Action	<i>e.g. sign up to URL...</i>

Additional Notes

