

THE ULTIMATE PODCAST GUEST PRE-INTERVIEW CHECKLIST



Your Success Is In Your System

10 minutes Before Interview

- Restart Computer
- Get a glass of water to be available during the interview
- Notify Others in Office, Home, or Area you are not to be distrubed
- Write Host's Name & Podcast Name on Post-it Note and put it on your monitor in clear view

7 minutes Before Interview

- Turn Off Skype Notifcations
- Turn Off Silence Phone
- Minimize All Tabs except Podcast Website and Host's Linked Profile
- Ensure the correct mic is selected and do a sound check on Skype
- Pause Synching of Drop Box

5 minutes Before Interview

- Message Host that you are ready and standing by

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Before the Recording

- Ask the host if there is a name he regularly calls his tribe so you can address them like an insider
- Ensure you know the EXACT pronunciation of the Host's name
- Agree on a Welcome Page address to use, then WRITE IT DOWN
- Share your goals for the podcast and ask the host his or her's
- Share any offer you are planning to make
- Ask the host to briefly describe the audience.

Once the Recording Starts

- Call the host by his or her name often
- Mention the podcast by name often
- Compliment the host, the show, reference a previous guest or episode
- Mention your website toward the beginning, middle and end of the interview

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Once the Recording Starts (continued)

- Mention interesting items on your site. Visitor Bait
- Mention free resources on your site. Link Bait
- Affirm the question "That's a great question...I'm glad you asked.."
- Thanks the HOST and the AUDIENCE at the end of the interview

After the Recording

- Thank the host. Compliment the interview
- Ask when the episode will air / post
- Commit that you will be promoting on your social media
- Ask the host if he / she is looking for guests. Offer to make introductions
- Ask for introductions to other podcast hosts that might be an ideal fit