

The Ultimate Podcast Guest Interview Checklist

Your Success is in Your System

Before the Call

10 minutes before

- Tweet out “So excited to talk with @ShowHost on the Show Name #Podcast”
- Get and glass of water to be available during the call
- Post “Recording: Do Not Disturb Sign” on door to notify others
- Write the host’s name and podcast name on a Post-It note and stick it prominently on your monitor

7 minutes before

- Turn off all Skype notifications
- Pause the automatic synching on Drop Box
- Turn off your phone – vibrations make noise and distract you
- Minimize all tabs except: Podcast Websites and LinkedIn Profile
- Ensure the correct mic is selected
- Sound check through Skype by calling @Echo123

5 minutes before

- Message the host on Skype that you are ready and standing by

The Call

Before they hit record

- Ensure you know if there is a name the audience is regularly called
- Ensure you know the EXACT pronunciation of the host's name.
- Ask the host to briefly describe his audience.
- Agree on a Welcome Page address to use and write it down for reference
- Share your goals for the podcast
- Ask the host his or her goals for the podcast
- Share any offers you are planning on making

During the Recording

- Call the host by name often
- Mention the podcast by name often
- Compliment for host, the show and the audience
- Reference a previous guest or episode
- Mention items of interest on your site(Visitor Bait)
- Mention resources on your site (Lead Bait)
- Mention your website towards the beginning, middle and end of the interview
- Affirm questions "That was a great question, I'm so glad you asked that, etc."
- Thank 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 post / air
- 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 introduction to other podcast hosts that might be an ideal fit