

10 Tips to a Successful Podcast Interview



Welcome to the world of podcasting! So, you want to be a guest—and a successful one— that is great! Below you will find 10 tips to a successful podcast interview. Please take a few moments to review this list that we have put together. Our hope is for a great interview for all!

- 1 Be Prepared** - Read up on the host, listen to some shows and get to know our audience. Review any material sent your way. Explore social media to get to know me (maybe we've traveled somewhere in common). It can be a great connection.
- 2 Be Professional** - From a quiet room free of distractions to top-grade audio equipment, professionalism begins with being able to hear you. It's a podcast after all. Don't use earbuds with a microphone in a coffee shop. Audio is important, as is a solid high-speed internet connection. A poor connection can lead to poor audio.
- 3 Be Punctual** - Most hosts will connect with you via Skype or another similar service. However we record and whatever link we send, showing up 10 minutes early will ensure you have time to get the bugs out and to connect with the host for a few minutes before the interview. Each podcast interview is a media appearance. You wouldn't show up at the last minute for Good Morning America. Treat our podcast with the same respect and your reputation will precede you.
- 4 Know Your Story** - You are getting on a podcast to tell a story - your story. Know what points you want to cover for the best relevancy to the audience. This may mean you have more stories than we can cover - that's okay. We'll tell the audience where to find you.
- 5 But Don't Make It an Infomercial** - There is a fine line between telling your story and offering where to learn more, and simply peddling your wares. No one subscribes to an infomercial. We subscribe to shows. We'll cover where our audience can find you, then they can engage on a deeper level with you.
- 6 Focus** - Listen and engage in the conversation. Don't start typing on your computer or fidgeting with your desk toys. Keep your room clear of distraction - no pets, no TV, no shiny objects to keep you away from a deep conversation.
- 7 Know the Lingo** - Know what our listeners are called, know our tag line and know our overall lingo. Fitting in with the host helps create a symbiotic relationship that endears our audience to you.
- 8 Be Ready to Go Off-Script** - Sometimes a host will hear a nugget from a story and want to dig it out. Don't be so rehearsed that you fumble through that off-the-cuff conversation. Even if we sent you show notes, some of the best interviews happen when we simply talk.
- 9 Know the Host's Name and Use It** - You call your friends and family by name most of the time. Using names is a way to develop a rapport that draws in the audience. Be genuine about it - and if you need to ask for a pronunciation, do so before we start rolling. There is no shame in asking how to pronounce someone's name if you need.
- 10 Promote the Show** - Once the show is published, use your social media channels to promote it. It's a mutually beneficial situation when we both promote the show you're on. It also helps develop a relationship beyond the recording. Sometimes it can even lead to more interviews or referrals. It's a bit like the hashtag #BeKind. It's just good practice.

We hope this list helps you prepare to be a podcast star. From our show to future shows around the podcast universe, here's to rocking out in podcast interviews.

