

THE PERFECT PODCAST GUEST

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You don't have to have your own podcast show to win at podcasting.
Rather, **guest** on podcast shows!

Why Guest?

Podcasts are rich with information and the sound of voices, complete with intonations, inflections and emotions. Because listeners can hear your voice, they can get to know you and you can gain trust. You can connect with them on a very personal level.

If you are an author, you get to talk about your book, how it came about, your experience writing it, etc. And, you can motivate listeners to find out more about you and your publications by giving them valuable content and a good interview

In addition, the podcast episode show notes list your information: name, your photo, short bio, contact information, website/blog, photos of your book covers, book titles and links for purchasing, and more.

Yes, you can advertise on Facebook and Amazon, for example. That is "one and done" marketing with your ad appearing in a time frame, or for a number of engagements, until your contract/money runs out. And, note, these are ads are words and pictures. A podcast includes words and pictures in the notes, as well as the spoken word which is wildly richer and more interesting.

Conversely, podcasts are "evergreen" and are "live" for an extended amount of time...usually without end...always available to listeners, either to listen and/or to download. Then, of course, you can share your interview with family and friends by forwarding, adding it to your blog or website, and posting it on all your social media outlets.

And, probably the most motivating, you can reach a different, an additional audience beyond social media, your website and blog.

How to Be the Perfect Podcast Guest

First, be sure to listen to the podcast show, just out of courtesy, but also to get a feel for how the show functions, as well as the tone, and style of the podcaster.

Be sure to subscribe, of course.

Finally, you may want to go even further if you liked what you heard. Rate, review, comment. Podcast hosts, just like authors, are always looking for reviews and grateful to those who take the time to comment.

Show Preparation Checklist

Once you have contacted a podcast host and agreed to an interview, the host will provide guest guidelines. Carefully read and follow through with every item listed, following any deadlines noted. Not only will the host be pleased and impressed with your efficiency, you will get all these details out of the way so that you can be free to concentrate on the content of your interview.

Often hosts will plan a “prep call” a few minutes before recording the interview. This is a time to check the sound, review the planned content and list of questions, and go over any last-minute thoughts or questions. If your host doesn’t suggest a “prep call,” consider requesting a preliminary conversation. It can eliminate miscommunication or misunderstandings, as well as put you at ease.

Before Recording

Double-check the booking, pre-prep instructions the host has provided, and add specific details to your calendar/meeting planner. Include:

- 🎧 exact start time for the interview;
- 🎧 host’s phone number and/or email address;
- 🎧 link to ZOOM (<https://zoom.us/>) or Skype – whatever recording platform your host uses; and,
- 🎧 add alerts and reminders on your calendar.

Sound equipment is perhaps the number one consideration - you have to sound great! Yes, the mic in your computer will work fine. However, if you plan to guest on many shows, invest in a quality microphone.

An excellent and inexpensive microphone is the Audio-Technica AT2005USB Cardioid Dynamic USB/XLR Microphone \$79 on Amazon. If you choose another mic, be sure to get a cardioid mic that will connect to your computer via USB.

Always test your equipment before the interview to make sure it is working properly

Send your Media Kit to the host. If you don’t have a Media Kit, create one, especially if you plan to guest on other shows.

Prepare in Advance

Some podcast hosts have done their homework and, for your review, provide a list of questions to cover during the recording. This helps both of you to know the depth and scope of the interview. It also helps to keep the discussion on track. Furthermore, it is an opportunity for you to ensure you cover topics you want to discuss.

- 🎧 If your host has not provided this for you, be assertive and kindly create a list of questions for mutual discussion prior to booking.

After you have a mutually agreed upon list of questions, make notes. List specific points you will cover during the show. Bullet points are best, since you want to sound “natural” and not like you’re reading from a script.

You have never guested on a show and you are nervous? You may want ask someone to do a “mock interview” and record it so you can review and improve your delivery. Ideally, you will gain confidence and be more relaxed. Also, you may consider talking to your host so that he or she can help you calm.

If you have not received a reminder from your host a day or so before the recording date, send the host a reminder confirming the recording date and time. Ask your host to confirm he/she has received your email.

Update your website or blog page, alerting your followers to the interview release date. Provide a clear way for people to opt into your email list.

Recording Day

Minimize distractions. Turn off your mobile phone. Remember, even a “silent” phone can buzz on your desk.

Silence your computer’s notifications and turn off all unnecessary software programs.

Make sure you are in a quiet place: Put up a “Recording—Do Not Disturb” on your door. Tell others when you will be recording. Avoid places where interruptions are likely (such as, a home office with a crying baby or barking dog, or a crowded coffee shop.)

Be on time. Nothing is worse for a podcast host than the guest showing up late. If you are running late for any reason, text and/or email the host to let him/her know your status.

During the Recording

After your host introduces you and welcomes you to the show, address the host by name and thank him/her for interviewing you on the “name” podcast show.

During your interview, mention the host by name several times to create chemistry and a conversational tone.

Be sure to talk directly into your computer or your microphone throughout the interview. It can be easy to move away, unknowingly, as you speak and gesticulate. Be aware, moving off the mic or away from the front of the computer will compromise the sound quality and, perhaps, ruin the interview all together.

After Recording

Ask the host when the final show will be released. Mark this date on your calendar.

The host will send you a link when your interview airs. This is the preferred link. Be sure to use it at all times.

Using the preferred link, add an alert the date and the podcast show...to your website newsletter, blog, and social media.

Now, it’s your turn to thank your host by spreading the word.

- 🎤 Write a blog post. Describe your interview and key points discussed. Post the preferred link so that your readers can listen. And, post the podcast show guest badge. (See badge below.)



- 🎤 Promote the show by posting to your social media pages similar to “write a blog post” above. (Do same a few weeks later, just in case someone missed your last post.)

Finally

Thank your host. You may be surprised how many guests overlook this basic courtesy. Send the host a thank-you email. Better, send a handwritten note via snail mail, if possible.

Stay in touch with the show host(s), not only as a courtesy, but also to set the tone for requesting subsequent interviews. (Note: When you follow these steps below, you are marketing yourself, as well.)

- 🎙️ Follow their tweets. Retweet regularly.
- 🎙️ Email your podcast host(s) and seek permission to add him or her to your email distribution list.
- 🎙️ “Like” their Facebook page and engage with her or him by making comments on their posts.
- 🎙️ Connect with him or her on LinkedIn. Watch for opportunities to share their status updates and posts.
- 🎙️ Recommend other guests. Make an introduction to anyone in your network you think will be a good fit for the host’s format.

By following the instructions throughout THE PERFECT PODCAST GUEST, you can request another interview at which time you can read excerpts from your book(s).

Keep track and let people know about your guesting experiences. Create and maintain a list on your social media pages, such as, “Podcasts I Have Been A Guest On” or “Podcast Interview.” Post all pertinent information, including preferred links, title of podcast show, badge, etc.

CONGRATULATIONS!
You are poised to be the perfect guest!

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“In the Know!” podcast show: <https://www.diannabroad.com/podcast>

