

THE PODCASTING POWER PLAYBOOK:

Your Training Course for Using Expert
Interviews to
Win at Business and Enhance Your
Visibility



15 STRATEGIC TIPS

When it comes to podcasting, taking action to get expert guests is one of the most important steps, if you want to expand your business and increase your visibility.

Here are fifteen strategic tips for making the most of your expert guests—and making sure you impress them and your audience with your professional, easy-flowing podcast interview.

1. Do Your Homework

Make a list of potential guest experts that you want to interview. Then begin to conduct research on them. Get to know them by participating in industry forums and leaving comments on relevant blogs. Build a name for yourself as a credible player. Then invite them to participate on your podcast. Be prepared to tell them about you, your audience, your business, your podcast and why you think they would be a great fit. Also let them know the average time of your podcasts. Don't expect them to know how long your episodes run! It's best to have this information in writing. In the beginning it is best to leverage the relationships you already have with leaders in the industry. Think about who you are already buying products and services from and interacting with either on the internet or in person.

2. Make Your Podcast at Least Thirty Minutes

If you are planning to podcast using expert guests, when creating your show, count on each episode running no less than thirty minutes each. Your guests will be committing not just the show time slot, but also time for preparation and promotion, so honor their value by making the interview length worthwhile.

During the Podcast Remember to Respect Your Guest's Time!

Don't let your interview run over because you are disorganized or haven't prepared well enough to properly close off. If it has to run over

THE PODCASTING POWER PLAYBOOK

(and it's better if it doesn't), make sure that there is a really exciting reason for it do so—and that your guest is okay with that.

3. Send Preliminary List of Questions in Advance

When a guest has accepted, be sure to provide them with a short list of questions you are likely to ask. These should be basic questions—ones that fit in your podcasting formula, like “what got you into [the guest's specialty passion]?” Be sure to let your guest know in advance who she'll be speaking to. Are they beginners look for basics? Are they most interested in the problem her latest launch will solved? Are they looking for tips? Empowerment? The next step?

Letting your guest know the specific focus of the interview will help her prepare—and ensure a great interview for everyone concerned. Providing your guest with these questions in advance will help her feel more comfortable and prepared for the podcast. They'll know “what to expect.”

4. Before the Interview Be Sure to Find out How to Pronounce Your Guest's Name Correctly

You may have been corresponding with your guest via email, group or social media for years—and saying her name wrong in your head, without even knowing it. Unless your guest's name is something as simple as “Betty”, double-check on the pronunciation.

And if it's different from what you are used to thinking, write it phonetically on a sticky-note or index card, and put it in prominent display during your interview at all times.

5. Prepare for the Interview

This is when your “homework” kicks into high gear! Find out if your guest has been interviewed on other podcasts or webinars. Listen to them. Take notes. You may discover (1) ideas for questions, (2) specific details about her business or life that make interesting commentary, and (3) questions not to ask. Prepare a great

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introduction for your guest. Make sure that your audience will understand why this person is worthy of being on your podcast. Write down key topics you want to explore. Then prepare questions that cover those key topics. Don't forget to ask your audience about the questions that want you to ask! If you are using Skype or any type of technology that your guest is unfamiliar with, be sure to offer to practice with them ahead of time, to make sure their set up will work.

6. Create a Fabulous Introduction of Your Guest

Few things can make a guest feel more confident, complimented and relaxed than a great introduction from her podcast host. So be sure to craft the perfect, enthusiastic introduction to your guest.

Learn the art of introductions by listening to your favorite podcasts to find out how the best hosts do it, and model your introductions on theirs.

7. During the Interview Practice Active Listening

Really take the time to listen to your guest. Never interrupt, and let her get her thoughts out. Only ask questions when it's really necessary—for example, you need to prompt her to share her offer (guests do forget!) or you want her to explain something more clearly or add something essential she's missed.

Don't be so anxious to "interview" that you derail the conversation or you actually miss the opportunity for a great comment or question because you're too busy thinking about what to say next—listen!

A really interested listener helps people open up about their topic. And always, always—REMEMBER TO **PRESS "RECORD"!**

8. Keep a Glass of Water on Your Desk During the Interview

Water is an instant cure for when your throat develops a frog or you feel like coughing. Don't use any other liquid—these can have adverse effects on a speaker's throat.

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If you can't stand the taste of water, buy a water jug with an infuser core and fill the core with your favorite fresh or frozen fruit. Or you can use mint, cucumber or whatever other herb you like. It will work like plain water—but you'll enjoy the hint of flavor.

9. Keep the Interview Fun

Unless you're discussing a really somber topic, do your best to make your podcast interview fun for everyone: You, your audience—and your guest.

10. Do Your Best to Rise to the Top

The best guests flock to successful podcasters—and as an author, speaker or entrepreneur, if your guests are interested in business topics, they'll also care about and be aware of stats. Put out a professional website with great graphics and show notes. Do your best to rise to the top of iTunes or Google ratings. Become an Authority!

Be sure you also track your stats through systems like Blubrry—so you can share any impressive numbers on your media site—or directly with potential guests.

11. After the Interview Continue to Follow and Interact on Social Media

Don't stop following your guest because your podcast interview is over with: Continue to interact and remain a helpful, enjoyable presence in their feeds.

Not only will that help you get a “yes” if you ever want to interview them again, you'll also have access to and get to know people who might also become great guest candidates—people to also follow.

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12. Share Your Expert Guest's Social Media Profiles

Your guest will appreciate it if you share their social media links and handles at the end of a show (or in your show notes). And share other links they would like to get out there as well.

13. Schedule Your Interview at Your Expert Guest's Convenience—Not Yours

Remember that your guest is doing you a favor. The more successful she is, the more likely her schedule will be full.

Consider using a scheduling service like Google Outlook to offer her multiple time slots to fit into. With automatic confirmations, this makes it easy for her to have control of her own time—and yet still fit into your own busy schedule.

14. Ask Your Expert Guest for New Guest Leads

At the conclusion of a successful podcast—either when you and your guest are talking off the air or later, ask them if they know of any other expert they think would be a good guest for your show. This is a great way to find your next guest and you'll be able to get a foot in the door even with experts you don't know by saying that your current guest recommended they contact you.

15. Take the Stress Out of Requests by Using a Form During Follow-Up

You can make asking referral process stress-free by making it part of your post-production follow-up. Create a simple form that includes:

- o Potential Guest Name:**
- o Specialty:**
- o URL:**
- o Contact:**
- o Permission to use referrer's name when introducing yourself**

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Finally, remember that the end of your podcast interview is not the end of your interaction with your special guest!

Make her feel truly special by preparing and acting on dynamic follow-up, including social media acknowledgements, sending her a thank you letter (and gift), giving her latest project or product a shout-out to your email subscribers in a letter about how great the show was, and promoting replays and anything else you can think of, to keep the momentum and excitement going.

Make her glad she was a guest on your show!

My Notes