

# THE PODCASTING POWER PLAYBOOK:

Using Expert Interviews to  
Win at Business and Enhance Your  
Visibility



## CHECKLIST

## THE PODCASTING POWER PLAYBOOK

I am committed to using expert guest interviews as a business-building strategy. Therefore,

- I am committed to producing dynamic, focused shows with lively interaction between me and my guest
- I understand that my guest becomes an extension of me (and vice versa). Together, we become a team committed to helping and entertaining our audience. This is another way to [grow my business dream team](#).
- I am focused on encouraging my guest to help me solve our mutual audience's:
  - Biggest problem right now
  - Most pressing goal
  - Issues that are stopping them from reaching that goal
- My interviews will have a sub-text of:
  - Things that can help or even fast-track the audience members towards their goals
  - Dealing with their immediate obstacles—and how to solve them
  - Building their confidence in their ability to succeed
- I will choose my podcast guests first and foremost to help my audience with these pressing concerns
- Before inviting a guest, I will assess them against the following checkpoint questions:
  - How will my guest help grow my business?
  - What do we have in common?

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- Where do we differ—and can that difference provide a hidden source of value to the listener?
- What gaps in my skill sets will she fill?
- Why will this particular guest add value to my show?
- What will that added value be?
- How will this particular guest increase my credibility factor?
- I am choosing my guests for their relevance to:
  - My audience's needs and interest
  - My business needs
  - My growth potential if I use this guests
  - To my guest's audience and subscribers
- I am planning my podcasts in advance, concentrating on making sure each podcast and series has its own relevant, unique:
  - Theme
  - Focus
- I understand the importance of regularity and consistency in broadcasting my podcasts
- I am working hard to make sure my podcasts encourage a habit in people of returning to listen to each episode
- I am giving each podcast series a strong identity
- I am sending out email reminders about my podcast episodes to subscribers

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- When considering expert guests, I am starting with experts I already know and have a current connection with
- I have taken the time to ascertain or confirm:
  - What each guest is known for
  - Their latest projects
  - Who their audience is
  - What they need from me
  - What I can give them, in terms of adding value
  - What is going on in their personal and/or professional lives that will make my timing particularly good or bad
- I am considering interviewing the staff or assistants of top celebrity guests before approaching them myself
- I am looking into inviting expert guests from my offline world
- I am actively following and interacting with experts I would like to interview
- I have taken at least one of my intended guest's courses, read her book, joined her Facebook or membership group or committed to regularly interacting in a similar way
- I am preparing for and being noticeably and consistently active in any course or workshop I take from my expert
- I have given helpful feedback that my intended guest can use as a testimonial after completing her course, challenge or workshop
- I periodically curate my intended guests' content

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- I am using all these strategies as part of a deliberate system to maximize contact with intended guests
- I have developed a system for making my approach
- I have enlisted the help of assistants, when relevant
- I am aware of the best (and worst) timing to request an interview
- I am aware that top celebrities (or those with “Hire me to speak at your event” sections on their websites) will most likely expect to be paid a fee
- I have produce at least one podcast (and more, if I can help it) to showcase on my website, so my intended guest can check out the quality of podcasting work I do
- I have invested adequate time, editing, learning and care into sounding professional and polished on air
- I have a checklist for my pre-show routine, to help eliminate costly mistakes such as forgetting to press “record”
- I have at least the minimum basic set up that includes:
  - A good, clear internet connection
  - A USB noise-canceling headset with microphone
- I have downloaded reliable recording software such as:
  - Audacity 2.1.2
  - Adobe Audition
- I am hosting my podcasts on a podcast-dedicated cloud service, for reliability, speed and to relieve bandwidth on my server

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- I am making sure my intended guest knows how and when I plan to promote our interview—before, during and after the podcast
- I am keeping my initial interview request simple, honing in on only the key essential points
- I am prepared for “no” responses, and have thank you letters prepared
- I am committed to treating “no” responses as:
  - Not a personal rejection
  - Learning opportunities
- I am following a system of acknowledgement, preparation and thank-yous for when intended guests say “yes”
- When guests accept my invitation, I am ready to:
  - Tell my guest how I plan to promote her plus the podcast interview
  - Provide my guest with an optional press release
  - Send my guest my version of their bio, tailored to fit my site
  - Asked my guest to approve or edit it
  - Include a Release Form outlining my guest’s and my rights from the show
  - I have made sure the Release Form is as simple as possible
  - I have informed my guest she will receive a copy of the .MP3 plus transcript to use in her own promotions
  - Mentioned any restrictions to the content I provide

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- I have made sure my website contains:
  - A well-branded podcast series
  - My podcasts featured prominently on my home page
  - My last featured guest in a sidebar blurb or “Expert Guests” section
  - Show notes for each podcast
  - Social proof that my podcast makes a difference
  - Proof that I promote my podcast and my special guests
  - Archives
  - A professional Media section
- I am actively promoting my guest
- I have confirmed with my guest what technology we are using
- I have arranged to pre-test the recording equipment before the podcast with my guest
- I have asked if my guest has a particular question they would like asked
- I am:
  - Keeping the conversation lively and flowing
  - Using a script, notes or cue cards when on air
- I have cleaned up and edited my recording
- I have sent my guest a sincere thank you

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- I have sent my guest a gift
- I have shared post promotion and stats with my guest
- I have done everything to make sure my guest is glad that she agreed to an interview by me

## MY NOTES