

# THE PODCASTING POWER PLAYBOOK:

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



## WORKSHEET

# THE PODCASTING POWER PLAYBOOK

Use this Worksheet to set yourself up for producing a top-quality podcast series with engaging and dynamic expert guests.

Steps to Take	Actions
<p>1. Brainstorming session: Get comfortable in a place away from your desk. Take a notepad and pen with you. Think about podcasting and answer the following questions:</p> <ul style="list-style-type: none"><li>○ “Why is it a great choice for my business?” _____ _____ _____</li><li>○ “How is it going to help me grow my business?” _____ _____ _____ _____ _____</li></ul>	<ul style="list-style-type: none"><li>■ Brainstorm a list of possible podcast topics. At this point, don’t worry about organizing them into themes or series. Just write down every one you think of—no matter how odd or out there.</li><li>■ Look over your list. Cross off any ideas that definitely don’t fit your main focus.</li><li>■ Look over your list again. Are any theme ideas coming to you? Are there topics you want to focus on in particular—or split up into separate parts? Those are your <b>theme ideas</b> and <b>series ideas</b>.</li></ul>
<p>2. Decide what your main, single-most-important podcast topic and general theme is going to be.</p> <p>_____</p> <p>What will this give your ideal listener? How will it help them?</p> <p>_____ _____ _____</p>	<ul style="list-style-type: none"><li>■ Do your best to brainstorm three complete episodes you could produce right now.</li><li>■ Now repeat that, thinking up three complete series.</li></ul>

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## Steps to take

1. Get comfortable in an area that is (a) quiet and (b) not your desk.
2. Think of all the experts relevant to your focus and field that know who you are (i.e. you have had recent contact with them).
3. List them.
4. Print out the “My Podcast Potential Guest List” forms at the end of this worksheet. **PRINT ONE SHEET PER GUEST.**

## Actions

- Transfer your candidates’ names to your printed-out forms.
- Under each name, write down what you would like them to speak about.
- Find out their basic contact information, entering for each one:
  - Name
  - Main URL
  - Specialty
  - VA’s name
  - Contact person
  - Contact number
  - Upcoming or current launches in motion

(Fields are already on the form which you will print out, one per guest.)

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Steps to take	Actions
<p>1. Put a check mark in the box beside the names of potential guests you have decided to ask.</p> <p>2. If you don't personally know a guest, start following and interacting with them right away. Build a relationship before asking—or ask someone you know who does know that potential guest to introduce or recommend you.</p> <p>(Make a list of this type of potential guest, for future contact)</p>	<ul style="list-style-type: none"><li>■ Research each guest as thoroughly as you can, paying particular attention to:<ul style="list-style-type: none"><li>○ Previous podcasts or webinars she has guested on</li><li>○ What topics she spoke about</li><li>○ Recent articles from/about her</li><li>○ Social media pages and feeds</li><li>○ Latest or upcoming projects or launches</li><li>○ What is publicly known about her life situation that may affect your invitation timing adversely or positively</li></ul></li><li>■ Enter key information of this sort in the “NOTES” section at the bottom half of the form you are using.</li></ul>

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Steps to take	Actions
1. Create an invitation template you can customize and personalize for each guest.	<ul style="list-style-type: none"><li>■ Write each guest a personalized invitation to appear on your show. Let your potential guest know you'd be happy to fit recording around their schedule.</li></ul> <p>Let them know, if you use a scheduler such as Outlook Calendar.</p>
2. Create separate thank-you letter templates for guests who: <ul style="list-style-type: none"><li>■ Accept</li><li>■ Decline</li></ul>	
3. Create a confirmation letter template for those who accept.	<ul style="list-style-type: none"><li>■ Write a short bio for each guest as you want it to appear on your website. Include this bio for your guest's approval.</li></ul>
4. Purchase any recording software, hosting or equipment you need.	<ul style="list-style-type: none"><li>■ Practice with, learn and test your new recording software, hosting or equipment.</li></ul>
5. Prepare your website to focus on your podcasts.	<ul style="list-style-type: none"><li>■ Learn anything you need to learn or outsource it, including:<ul style="list-style-type: none"><li>○ Cover creation</li><li>○ Writing show notes for each episode</li><li>○ Preparing scripts, cue cards, checklists</li><li>○ Deciding on gifts for your guests</li></ul></li></ul>

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## My Podcast Potential Guest

Guest Name

Main URL: http://\_\_\_\_\_

Specialty: \_\_\_\_\_

**Interview topic:**

VA's name: \_\_\_\_\_

Contact person (if different from guest):

\_\_\_\_\_

Contact info: \_\_\_\_\_

\_\_\_\_\_

**Name of episode:**

Upcoming/current launches or projects in motion:

\_\_\_\_\_

\_\_\_\_\_

**NOTES:**

**Request sent:** \_\_/\_\_/20\_\_

Yes

Date & Time:

\_\_\_\_\_

No

Reason?

\_\_\_\_\_

Thank you letter sent \_\_/\_\_/20\_\_

# MY NOTES