

THE PODCASTING POWER PLAYBOOK:

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



MAIN REPORT & Special Bonus

Introduction

If you are one of the rare breed of authors, speakers, coaches, or entrepreneurs who is seriously interested in podcasting (or you have a podcast show already, and want to attract great guests) you've come to the right place—and kudos to you for being prepared to put yourself out there. The truth is, there are not enough strong podcast series, so you've got a receptive and ready market. The key will be in your branding strategies—and the quality of guests you attract.

Why bother interviewing guests? Let's start with the fact that conversations are dynamic—and monologues generally put people to sleep! Conversations are all about reacting to each other. Conversations can generate energy and continually surprise the listener. What is the guest going to answer? That's a thought that runs through our subconscious minds, if the interaction is dynamic; along with thoughts like: "Wow, that was a tough question ... or "I've always wanted to know about that..."

Conversations build tension, even when they are positive tensions—and tension (conflict) is the reason people watch television shows. Even though most podcast interviews are friendly and civilized, you just never know how a guest is going to react, or what question the interviewer will throw out there next!

Expert guests in particular gather you great credibility in your audience's eyes. "Wow, she knows so-an-so" is what people are subconsciously—and often consciously—thinking. That puts up your stock in the world of experts—and in your niche.

But for the best shows that attract the most listeners (and repeat followers of your series), you need to find the right expert guests.

In this training course, we are going to show you just how to do that.

Who We Are!

We are Dexter and Pamela Montgomery, owners of My Biz Dream Team. We are authors, speakers, and entrepreneurs. We are a married couple and business partners. We began this business while we were both still working 9-5 professional jobs. We had dreams of a beautiful home and traveling around the world. We used our creativity and a few proven techniques to create the lives of our dreams! We have been able to travel across the United States and to many

countries around the world. After more than 30 years of marriage we are still intent on living the life of our dreams and helping others do the same. This business gives us the opportunity to live a lifestyle where we can work while we play! Our mission is to educate, empower, and inspire all those who want a better life for themselves, their family, and their community. We are your advocates as you seek to win at the game of business.



It does not matter if you are an author, speaker, coach or entrepreneur. Perhaps you aspire to be all of them! Well that's great. We are here to give you a playbook with step-by-step techniques to help you position yourself as an authority. Whatever your topic or niche, if you can produce an informative, fun-filled podcast, you will be miles ahead of your competition. Are you ready to get started!

The Importance of Interviewing Expert Guests

Your guests become an extension of you, your brand and your mission statement. Your guests tell your audience what you are most concerned with—and it's to be hoped, that matches exactly what your audience is concerned with.

Namely:

- o Their biggest problem right now
- o Their big, burning goal
- o What is stopping them from reaching that goal
- o Things that can help or even fast-track them towards their goal
- o Their immediate obstacles—and how to solve them
- o Confidence in their ability to succeed

And, of course, specific, niggling problems they're dealing with right now (as well as major roadblocks).

Your podcast interview guest has to be someone you've brought in to help them deal with these immediate, pressing concerns.

And the more your audience needs the personal attention of that particular expert guest, the greater your own value goes up in their eyes, for being able to secure that guest and bring her to them today.

Step One: Finding Guests that Fit

Your guests need to be chosen for their relevance—and not just to your listeners or to your topic or niche in general. Are you both relevant to each other's mission? To each other's audience? To each other's goals and current focuses? Does your guest bring added value to your show—and, more to the point, will your interview add value to the guest in their subscribers' eyes?

Before you invite someone to be on your show, create a simple checklist, making sure your intended guest literally ticks off the boxes.

This checklist should contain data such as:

- How will my guest help grow my business?
- What do we have in common?
- 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?
- How will I be able to make her look good too?

A Word About Theme and Focus:

One of the easiest ways to always know that you've chosen a guest who is going to fit well with your audience lies in planning and knowing your podcast theme and focus ahead of time (what your podcast series is going to be all about—summed up in one word or phrase).

Don't be like the ninety-percent of the podcasters out there, and make it a haphazard, non-repeating collection of topics, depending on whichever guest is available. Your guests should fit into your podcast progression like clockwork. Even if you find yourself sitting there with a miscellaneous collection of topics planned, rearrange them into a collection of series all dealing with your general overall focus.

For example, as a business coach, you could break down your episodes for the year into eight series, each consisting of approximately six episodes on a specific topic. You could present "Leadership Series: Part One", "Leadership Series: Part Two" and so on, until you reach the end of your six episodes dealing with leadership issues.

Then you could segue into your "Social Media Savvy" series: "Social Media Savvy: Part One-What Can Social Media do for You?" followed by "Social Media Savvy: Part Two—Uncovering the Secret Power of Groups", and so forth.

And even if your guests are a seemingly random bunch, each one dealing with wildly different areas of your niche, they should all fit into a specific theme and series. You need to look for the theme and series to fit them into. For example, you could call this delicious smörgåsbord of random expertness your "Wednesday Words of Wisdom" series (sub-title: Masterclass tips from the world's top business coaches).

Each week, you could work the heck out of your variety by showcasing a different expert, rather than taking them for granted. Focus on each week's particular guest's single biggest takeaway, discussing his biggest successes and mistakes.

We are huge fans of Connie Ragen Green. She does and a superb job on her Huge Profits with a Tiny List Podcast Series of interviewing thought leaders in the world of online marketing.

Also notice in our hypothetical earlier example, that by throwing the word “Wednesday” into our series title, we added an additional way of further cementing this theme’s memorability as always occurring on Wednesdays. If you present your podcasts at regular, repeating intervals, you will find broadcasting at the same time, same day of the week essential for creating recognition and a habit of attending among your listener.

Our Podcast Series is “My Biz Dream Team: Opportunity Wednesday Training Series.” So every Wednesday afternoon at 6:00 (Eastern) our fans can catch us live. You can also subscribe to our podcast and listen to it when it is convenient for you. We call our podcast a training series because of the valuable lessons that listeners learn each and every week. We also both have backgrounds as trainers.

Ideally, what you want them thinking is: “Oh, it’s Wednesday. That great podcast show is on at 2pm” Why do they remember it? Three reasons:

- o It happens every week at the same time on the same day
- o It was entertaining, helpful and valuable
- o It is easy to remember (and incorporates the day of the week right into the name!)

Plus, you naturally always send out reminders to subscribers, starting a day or two before the show up to an hour or two before. Right?

What it all boils down to is this: You need to create for your podcast series a strong identity, so that people (and potential guests) hear the series name—and instantly know what you’re all about.

And the stronger your series’ identity, the more valuable it will appear to your guests, as well as to your audience!

So decide on your theme and create your series plan first: And only then look for experts who will fit right into place.

Take this approach and not only will your podcasts stand out, you will always have the confidence to choose the right guest at the right time, for the right episode.

[Step Two: Who do You Know?](#)

A great place to start, when brainstorming ideal guests, is with experts you already know. You don't have to go to their children's birthday parties or be on chatting terms at the gym: You just have to brainstorm from among those experts who might recognize your face or name (ideally, both!)

Take stock of your online and real-world connections.

- o Do they know your name?
- o Who have you done favors for?
- o Whose programs are you subscribed to?
- o Whose work complements your own?
- o How will an interview of them help your business?

Whose exclusive membership group are you in? Whose 30-Day Challenge did you take—twice? Whose annual retreats do you attend?

Who have you repeatedly interacted with, on a regular or semi-regular basis?

And possibly most important—who always answers your questions and acknowledges your comments?

Those are the guests to start with!

We started with the expert that we knew best: [Connie Ragen Green](#). We have attended several of her seminars. We were invited to speak at her most recent seminar in Los Angeles! Connie is an expert on Affiliate Marketing. So I asked her to share with my audience how they can add an additional stream of income to their business by affiliate marketing. She has a terrific course on [Affiliate Marketing](#) that you might be interested in taking!

Once you've decided a particular expert would be just right for your podcast series, however, you then need to double-check this assumption. That's when you do your pre-approach research--essential for making sure you're attracting the right guests—and interesting them.

Before you invite them to guest on your show, you need to be aware of their schedules, what's going on in their lives right now and whether or not your timing is right. (Timing your invitation is a crucial strategy—and a little research will go a long way in ensuring your timing is impeccable.)

Even if you think you know them well, take the time to find out or confirm:

- o What are they known for? (signature book/product/system)
- o What is their latest project?
- o Who is their audience?
- o What do they need from you (what can you give them, in terms of adding value?)
- o What is going on in their personal and/or professional lives that will make your timing particular good or bad?

And here's a great tip for you: If you find that it is always your favorite expert's Virtual Assistant or Customer Service rep or Project Manager who answers your questions and interacts with you, don't bother about the top expert you're hoping to attract—instead, first consider interviewing their expert staff member who always interacts with you.

You can be sure she'll have a lot of wisdom and experience to impart! (And particularly if she is looking to become more widely known instead of always lurking behind the scenes, you can create some serious good will by giving her the exposure she may have been longing for—that's why researching potential guests and what's going on with them right now is an essential step.)

Similarly, be sure to step outside the online world that can seem so incestuous and repetitive at times. Consider introducing your audience to real-world experts you know: For example, the teacher of your "Web Skills for Business" course at your local community college or the head or general manager of a company you regularly interact with. Be creative within your theme. For example, if your clients all produce newsletters and have repeated questions about newsletter creation and production, you might invite your book cover designer to be interviewed on the importance of getting your message across with design; or your printer, if they're all about to publish print versions of their books, on what it's like from the printer's side of the fence.

Remember, you are the one who can steer the conversation and focus of a podcast, and make it fit completely within your central theme!

Step Three: Making a Strong Connection

Starting with people you already know gives you a real edge, when it comes to making a strong connection with intended guests. For example, say you are part of the Publishing Mastermind Group run by a particular business coach who believes in the importance of producing a signature method book: As an insider in her group, you remember her saying during your last Google Hangout that she's working up a new "Dealing with Book Agents in the Real World" course. You can plan a podcast series later into the year—when you know she's going to be ready to start creating a buzz about her new course—that totally ties into the topic. That's where insider information becomes even more valuable.

You can also learn when not to approach someone: For example, you hear that a favorite mentor who has been silent for a while has been dealing with her child's grueling post-accident surgeries. Knowing this, you would not blithely approach her and ask if she wants to appear on your "Seven Reasons for Joy" show next week and fill in a spot where someone's backed out. If she's in the middle of an actual crisis, she's not yet ready to talk about joy—even if later she finds reason to be joyful about any part of the process. (And you know us coaches: We are great at finding the silver linings in just about anything!) Plus, she has other things on her mind right now than helping you out spur of the moment. She's probably booked to the hilt with juggling personal and professional obligations. That's why knowledge about what's going on with your intended guest is not the only crucial factor: You need to consider your timing, too.

So how do you find out what's going on with a particular expert, if you don't already have some contact with them?

Here are my top three tips:

1. Start actively and regularly following that expert straight away
2. Take one of their workshops
3. Interact with material they already have on the net

And don't just silently follow: Start interacting, whenever you see a natural and relevant opportunity to do so.

Following your chosen experts:

Comment on their blog posts, social media posts and tweets. Take the time to actually follow and read their blog. Subscribe to their feeds. Ask them questions—ones they are in a perfect position to answer; and that will make them look good when they do so.

Suggest resources to them if they are asking for suggestions. Create material that is in line with their mission and values. (If you have chosen your future potential guests wisely, this should be as natural as breathing.)

Taking one of your chosen expert's workshops or joining a group. However, don't do this unless you are prepared to take action on what they're teaching and to be a top verbal interactor by helping others in the group.

If you've signed up for a one-time, in-person workshop—and in-person events are a great way to make the strongest connections of all, because they will (hopefully) remember your face, voice, expressions, energy level and persona—all the things you often don't pick up from online presences—then make sure you take the time in advance to do the following:

- o Prepare for the workshop
- o Prepare to ask a question they will love
- o Be prepared to participate and get noticed
- o Follow up the workshop with a personal thank you note they can actually use as a testimonial

The beauty of giving testimonials is that you also may be asked for a profile photo to put with that testimonial, if your expert decides to use it—and the instant she sees the photo, you hope that she will remember exactly who you were.

It also brings your name and signature details into focus for her: So make sure you make the most of your signature, in your email or on your personal postcard or letter. Don't just sign it: "Sandy Beaches", if that's your name—sign it "Sandy Beaches, MindsetMentoring.com"—and add a call-to-action like "Ask me a question about business confidence". If her audience consists primarily of divorced women picking up the pieces of their lives in middle age and beyond, your "mindset mentoring" and "business confidence" might be the very keywords that make her perk up her ears—even if she didn't listen to your elevator speech at the beginning of the in-person workshop, where she had to get through thirty people's elevator speeches in a hurry so she could start teaching.

Include a call to action as part of your signature, and your expert just might take you up on it, if it's a relevant call to action. She may ask you that question or pick up the free report you offer in your CTA—out of sheer curiosity and with goals of her own in mind.

And if it's part of a neatly-packaged signature—one that you obviously automatically use on all your emails or business correspondence—she isn't going to feel pressured. More important, if you later approach her with an interview pitch, she will already have a subliminal “record” at the back of her mind branding you as Sandy Beaches, who specializes in Mindset Mentoring. As for interact with material your experts already have up on the net, we covered that under “following them”. It consists of creating a habit that lets you regularly comment, share and interact.

Take interacting one step further, and periodically curate their content in a way that keeps the focus on them—not on you. If they've written a blog post that really resonates with your values—which also ought to be the values your ideal audience espouses—then talk briefly about that particular topic (one or two paragraphs will do).

Offer up your original thought or conclusion on what your expert talked about in her post: Then quote a few lines or a paragraph or two (the less, the better—just enough to whet your visitors' appetites and make them want to know more). Finish off by inviting them to view your expert's whole post and providing the link. (Include a screenshot or a photo of the expert, or another relevant graphic—just to up your article's appeal and catch attention).

Expert curation of someone else's content drives people to that original people's content—and that can create tremendous goodwill.

One last, important point about making connections: Before you consider inviting any expert to guest on your podcast, make sure you know exactly how their presence will help you grow your business.

Finally, make sure you use these strategies as part of a system for every pre-approach, interview and follow-up action you take.

Step Four: Making the Approach

You've gotten to know your expert at least to basic recognition level by following and interacting, as well as attending events where she can be found (either as a speaker or just as a fellow attendee). You've attended her online or offline courses, you're a member of her mastermind group or challenge or Facebook group.

You're satisfied she can put a name to your face, a face to your name and your name to what you are best known for.
Now it's time to make the approach.

Your tone and timing will be crucial here. We've talked about how research and a real connection through the methods we've just discussed will naturally help you get your timing right—but having the confidence that your timing is right will also help you set the right tone.

Remind your expert of where she knows you from, zero quickly in on one specific skill or quality she possesses or has shared that you find really relevant, and make your request as specifically and simply as possible. Don't sound like a Disciple with a capital "D", and don't annoy her by blowing your own horn or being over-familiar when she's only just got to recognize you.

It should be easy for you, being well-prepared both in your research on her and in your series planning, to be able to say something like: "I will be running a podcast series every Wednesday from April 15 to July 2nd on sharpening your mindset"—or whatever series topic you have. Just make sure it's one she can happily speak about. If you can add to that something like: "I'm aware you have a book coming out on "Confidence After Crisis" in mid-July, so I wondered if you would be free for an interview—perhaps one of the later guest slots in my Mindset series?" Then give her your six or seven show dates for that particular series. (And mention you will be happy to pre-record it, if the slots don't work for her!)

Don't go into too much detail yet. You've told her:

- o How she knows you
- o Why you value her
- o What you want
- o When you want it

And you've asked if she's interested.

You can also add a final paragraph or a P.S. stating a huge perk you can offer, if you have one; or a strong reason why your interview might be extra valuable to her. Example: "I'll be sending a transcript and .MP3 recording within three days of the interview, which you may use (or not use) in any way you like as a bonus for your own subscribers".

As for people you don't know but would love to interview? Talk to their assistants (if they're higher on the celebrity scale than you are, they are bound to have a key assistant—your job is to find out who that is and how to reach her.

You can offer straight payment to any guest who is such a celebrity that they are in competing demand. (Just make sure it's in line with what they usually charge for public speaking—ask that personal assistant or check their “Hire me as a Speaker” section on their website.)

Unless they know you personally, it's a safe bet to assume that anyone who has a “Hire Me to Speak at Your Function” page isn't going to do it for free.

Step Five: Sounding like a Pro

So you've decided on your guests for the year (or whatever block of time you like to plan round). You've researched them and you're ready to ask.

Stop!

Do you have any proof of how good you are as an interviewer? Even just as a podcast presenter?

Do you have at least one show on the air? Better yet, a series on a theme with at least a few episodes archived on your site, with proper show notes?

Because your expert, if she's never heard you speak or seen your website before, is far less likely to say “yes” if she has no way to hear whether or not you do a professional job.

So plan at least one show—better yet, at least one short, themed series—and get it up there in a podcast hosting platform like Libsyn or Amazon S3. According to recent article at technorm.com the best podcast hosting platforms are:

- Sound Cloud
- Archive.org
- Amazon S3
- Our Media
- Podomatic
- Libsyn
- PodBean
- Buzz Sprout

(You don't want to actually store your podcasts on your own server—the costs and bandwidth would be tremendous).

Then make sure you sound professional too, if your professional set up reassures them into actually checking out one of your podcasts.

You don't need to break the bank on audio equipment to host a successful podcast—but you do need to sound professional enough to attract the right guests.

This is not as intimidating as it might sound. Purchasing a minimum of top equipment is great, if you can do it straight away, but not essential—as long as your podcast doesn't sound like it was recorded by a school kid on a windy day. You need to make sure there are no interruptions, no background ambient noises (like an ancient air conditioner window unit, for example) that would distract from what's being said.

For that, you don't need equipment: You just need to create a checklist habit of...

- o Shutting your office door (if you have one)
- o Turning off the phone (mobile and house)
- o Putting out the dog, cat, kids, parrot or significant other
- o Closing the windows
- o Providing yourself with a glass of water and some cue cards (better than a whole script, while you're actually recording)
- o Plastering a smile onto your face right before you start

That last tip sounds a little corny or cynical, I know—but it's a great technique for getting the muscles of your face to relax and boosting your confidence. (Try it! It really works!)

Finally remember to breathe deeply and slowly for at least five to ten breathes before starting.

And the most important habit of all?

PRESS RECORD!

So you don't have to spend a cent on that part of your preparation (unless you buy a new door for your office, that is): You just have to make this prep routine a habit—and it's going to help you start off on the right professional foot and impress your potential guests.

But what about actual hardware? What about podcasting equipment?

The two essentials you really need are:

- o A good, clear internet connection
- o [A noise-cancelling USB headset with microphone](#)

You can find the latter for as little as [\\$29.95](#), locally or on Amazon—though you will find you get better resonance and depth with a microphone that starts at or above the \$50 range.

You want a microphone that doesn't make your voice sound far away—or like Minnie Mouse. For that reason, do NOT use the built-in microphone on your computer or laptop!

Just run a search on Amazon for “[USB noise cancelling headset with microphone](#)” to get a good taste of what's out there:

A monaural headset (one that leaves one ear free) is a good choice if you'll be interviewing guests in person. If you're interviewing guests mostly online, you may find it makes a difference to get a set that covers both ears.

([Plantronics PLNAUDIO478 Stereo USB Headset for PC](#) is very reliable as a great starter USB noise-cancelling headset with a mic, and it has a range for every budget.)

If you're feeling really extravagant, you might also want to buy a book stand or document stand, so you can prop up your script, notes or cue cards for easy, at-a-glance reference.

But all you really need to do a professional job is a good connection, a decent noise-canceling USB headset with microphone—and a glass of water (placed not too near your computer or laptop!)

Last but not least, you'll also need professional recording software. Most people start out by downloading Audacity 2.1.2, which is not only easy to use, but also free to download.

Later on, you might want to progress to Adobe Audition. A basic understanding of recording software is good to have, before tackling all the wonderful features in Adobe Audition—and Audacity will certainly give you that.

If you already have a subscription to Adobe Creative Cloud, Adobe Audition should be included.

Step Six: Sealing the Deal

So you have bought or downloaded your equipment and software, decided on a theme and series, followed and researched your guests, made a podcast or six (not necessarily in that order) and written basic contact letters soliciting guests. Now you write the invitations we talked about in Step Four: Making the Approach.

Here are more tips to add value to your invitation. Using these strategies will increase your chances of getting a “yes” answer—but use them at your discretion, suiting what you choose to the situation and the potential guest:

- o Tell them why they fit with your audience
- o Tell them why you fit with their latest projects or audience
- o Point out how and why an interview with you will give their audience “something new”
- o Keep it simple. Tell them just enough to hook them. AVOID sending details in the initial stage

Another key thing to mention, if you can swing it—one that works in all situations, for most types of guest experts—TELL THEM HOW YOU PLAN TO PROMOTE AND KEEP PROMOTING THEIR INTERVIEW. (Again, keep it simple but specific)

“But What if They Say ‘No’?”

Expect that! It’s a given that at first, you may get more “no” answers than “yes” answers. Don’t let that deter you, though: Think of each rejection as a wonderful chance to further a connection with your intended guest, and be sure to send them a cheerful thank you note for considering your request, finishing with the hope that you may work with them in the future. Promptly sending that follow-up letter is a really important step into turning rejection into future acceptances.

Learn to read between the lines: If your potential guest gives a reason for not accepting, look for a door you can open (i.e. an objection you can anticipate and overcome next time you’re ready to ask.)

The more you research and tailor your request to your guest and her circumstances, needs, desires and audience, however, the more chance you’ll receive a “yes, I’ll do it” answer.

“But What They Say ‘Yes’?”

If you receive an acceptance to your guest request, make sure you are totally prepared and ready to go!

- o Tell them how you plan to promote them plus the podcast interview (be specific)
- o Provide them with an optional press release (stress that it’s optional, and just for their convenience)
- o Send them your version of their bio (you can get this from their flagship product, website or from their VA) and tailor it slightly to fit your site—ask them to approve or edit it
- o Include a Release Form outlining their/your rights from the show. (Keep this as simple as possible—you don’t want it looking like a formidable manuscript full of legalese)
- o Mention they will get a copy of the .MP3 plus transcript to use in their own promotions
- o Mention any restrictions to that (hopefully there won’t be any)

Step Seven: Wowing Them with Your Podcasting Professionalism

No, you don’t have to make them listen or subscribe—but you should have a professional and pleasing existing podcast setup on your site. Show them you have a plan and a vision:

- o Well-branded series with obvious-at-a-glance business-growing potential for you both and a specific goal focus
- o Your podcasts on your home page
- o Your last featured guest in a sidebar blurb or “Expert Guests” section
- o Shownotes with each podcast
- o Social proof that your podcast makes a difference (a quote from someone is always effective—especially if that someone is “somebody”)
- o Proof that you promote
- o Archives (if you have even one past show other than the current one)
- o A professional Media section

Make sure that all these areas work together to further the business goals you want to be known for. The more specific and focused you are in your podcast series, research and guest selection, the more you will attract the right guest.

Step Eight: Proving You Love Your Guests!

Don't just interview your guest—promote the heck out of them. Feature a blog post about the upcoming interview, profile your guest, point out what is special about them, direct people to their flagship product—and tell them something new about that expert: Something the expert would love to get out there.

Quote them, talk about them, and make sure you also do this in social media. Send them material they too can use for promotion (think “saving my expert time and labor”)—but be wise: Make sure they don't think this material means you are ordering them to do something with it! (Position it as “everything for your convenience”, not as “here's what you have to do”.)

The more you promote your expert guest, the more chance you run of actually growing your business. You'll be taking advantage of:

- o Social proof for you
- o The power of association
- o The opportunity to reach their audience and grow your own

Step Nine: Preparing for a Fantastic Interview

A great interviewer doesn't just wing it with the questions; nor do they just prepare what she wants to ask. A great interviewer researches her guest (which you have already done) but prior to the interview, she also:

- o Checks what current project they would like covered
- o Requests the question the guest would most like the interviewer to ask
- o Confirms/provides them well in advance with platform details (e.g. phone or Skype interview)
- o Tests all equipment and prepares methodically, the day of the interview
- o Runs a pre-test again with the guest, if that guest is agreeable to this
- o Gives the guest opportunities to talk about what is most important to them and what they are best at doing
- o Keeps the conversation flowing (no awkward “uuuhh... what was I going to ask you” moments)
- o Keeps the pace lively
- o Remembers to promote the guest or their products at the right time before, during and at the end of the interview
- o Thanks the guest and segues into a smooth call to action
- o Professionally edits the interview
- o Has stats to share with the guest

Know in advance how you plan to use questions and answers between yourself, the audience and your guest. Make them feel like a million dollars by being professional and focusing on showcasing your guest.

Step Ten: Pleasing Them with the Finished Product—and Results

Editing your podcast is very much a learning curve type of thing, as you grow familiar with your recording software, but do learn to edit out uncomfortable pauses, or parts where you access a link but it doesn't work and you fumble around for five minutes, or all those "um" and "ahhh" sounds that people make in real conversations.

You can even outsource the editing, if you prefer! Stats are easy—if you use the Blubrry podcasting plugin. (You especially might want to consider Blubrry if you plan to post your podcasts straight to iTunes.)

Finally, continue your good impression (and cement your high value in their eyes) by continuing to promote and provide benefits from their interview.

Step Eleven: Providing Follow-up that Rocks

Continue to attract top guests—as well as getting good reciprocal "love" from your guests. Don't drop them like a hot potato the instant the broadcast is done. In addition to featuring them in your "Past Guests" section:

- o Send a personal Thank You letter
- o Include "surprise" thank you gifts they can really use—at least one of the following:
 - o Slides you have made from the show
 - o A transcript of the show
 - o Repurposed versions of the show (e.g. PDF on Scribd; YouTube video made from show notes; short report)
 - o Research your gifts and honorariums for that personal touch (part of researching your guest!)
 - o Their name prominently on any product you have created from the interview, either as co-author or special guest (depending on what that product is)
 - o Research your "surprise" gifts first, to make sure they are really appropriate
 - o Give them public acknowledgement on social media—targeted at their audience

- o Send a rocking testimonial from you (in the right tone and format, so they can copy-paste it as is on their website)

Step Twelve: Preventing Ten Common Hidden Podcasting Hazards

While it's great to focus on the positive, you also want to be aware of common podcasting mistakes.

These are mistakes or omissions that may affect your guest's opinion/likelihood to be interviewed again and may hurt your business growth.

1. Not having a strong and compelling call-to-action that also attracts your guests
2. Not informing them about restrictions you may have on what they do with content you provide them
3. Not having a plan, system and checklist
LACK OF A SYSTEM AND CHECKLIST LEADS TO DISASTERS LIKE FORGETTING TO **PRESS "RECORD"!**
4. Not testing your software and equipment before every podcast, with or without your guests
5. Over-preparing (don't micro-manage or overwhelm your guest)
6. Not making a strong, identifiable, numbered series
7. Not making a professional-looking Podcast cover your guest will love to promote
8. Not creating categories (not doing so could affect your growth)
9. Not readying your environment (for example, forgetting to put your vocal Siamese cat outside; leaving your window open when construction workers are drilling the road)
10. Not having a follow-up re-purposing and promotion plan

Every opportunity you take advantage of to add value to your podcasting will help you grow your business even while it's reaffirming your professionalism.

Your podcast is also another media form—and as such it should bring out hidden segments of your ideal market: Those who are auditory learners, and who only listen to podcasts.

If you invest the time in become a proficient and dynamic podcaster, adding this vehicle to your online presence and content, you will naturally attract expert guests—one successful interview will create demand for others—and it will quickly position you up with the "stars".

Before you end your podcast let your audience know you share even more information in your signature product, course, or program.

- o List its key benefits
- o Tell them how it works (e.g. tiered program; coaching package with follow-up methods included; etc.)
- o Tell them how to access it (e.g. link embedded on their screens; link in webinar chat box; link at end of webinar, etc.)
- o Give a coupon code or FAST ACTION incentive

These are the power plays in producing a podcast series that you need to make to achieve success if you are an author, speaker, entrepreneur, or coach.

Bonus Section

There are thousands of podcasts on thousands of topics. The world is waiting for you to share your unique experiences with them on your topic. Here are links to popular podcasts topics that hopefully you will find helpful as you develop your own podcast series.

Category: Travel

<https://player.fm/featured/travel>

Category: Entrepreneurs

<http://www.inc.com/rhett-power/the-15-best-podcasts-for-entrepreneurs.html>

Category: Marketing

<http://unbounce.com/landing-pages/marketing-podcasts-for-2016/>

Here's to You Achieving Uncommon Results!

Dexter and Pamela Montgomery

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