



How to get Interviewed on Podcasts Course

Get More Visibility, Leads, and
Sales by Becoming a Podcast
Guest Speaker

Module 5 – Prepare for Your Podcast Interview

Lesson 2:

Prepare Yourself for the Interview



Learning Objective:

Prepare yourself and your contribution in advance so that you feel confident



Decide What to Say

Prepare 3 talking points related to your goal which will appeal to that audience



- Figure out how to say them in different ways
- Get the questions you'll be asked in advance if you can



➤ How did you get started?

➤ Tell us more about what you do

➤ How can you help our listeners with their problems?

➤ And how do you do that exactly?

➤ Can you give me an example of how you've helped someone with this before?

➤ What can you offer my listeners to help them?

➤ What are you working on right now?

➤ Is there anything I should have asked, but didn't?

How can people find out more about you?



- Prepare answers but don't memorise or you'll sound rehearsed
- Use a 5-step story format:



1.1. Everything was normal in your life

1.2. A pivotal event came along such as a health scare, bankruptcy, etc.

1.3. You gained perspective and wisdom, learning from your experience

1.4. You took action

1.5. That brought you to your current situation doing the work you are now

1.1. Everything was normal in your life



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graph TD; A[1.1. Everything was normal in your life] --> B[1.2. A pivotal event came along such as a health scare, bankruptcy, etc.]; B --> C[1.3. You gained perspective and wisdom, learning from your experience]; C --> D[1.4. You took action]; D --> E[ ];
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- Remember, it's about their audience, not all about you
- Include examples relevant to them



Prepare for less common questions such as:

- What's something you've failed at?
- What are your greatest insights?



- Refer to shared or parallel experience with your host
- Practice as much as possible



Preparation for Interview Day

- Get mentally prepared for what that host has asked you to do
- Read through your Interview Preparation Document again



- Focus on the value you're presenting to your audience
- Use 'green room' chat time to:



- Check who's in your audience
- Compliment the host and their show



- Ask, “How can I make this a great show for you?”
- If videoing, ask if the video is going to be used



- Do anything you need to get fully present



➤ **Make sure you're hydrated**



➤ **Drink a glass of water 20-30 minutes before the interview**



➤ **Have a warm drink on hand**



➤ **Don't eat during the interview**



➤ Make sure you're hydrated



➤ Drink a glass of water 20-30 minutes before the interview



➤ Have a warm drink on hand



➤ Don't eat during the interview



➤ Try not to move too much



➤ Don't rustle papers. Put your answers on index cards



➤ Don't write complete sentences; use simple words to jog your memory



➤ Avoid "ums", "aahs" and other filler words



- Think of it as a conversation over coffee and not an interview
- Use any time after the recording to get to know the host better



Action Steps:

1. Prepare your 3 talking points.
2. Write answers to standard questions.
3. Craft your 5-step story and practice it.
4. Hold mock interviews with a friend.
5. Give them the questions to ask you and record this as if it's a real interview.
6. Review your performance with your 'interviewer'.





What's Next?

Module 6

**Be a Good Podcast
Guest**