

How to get Interviewed on Podcasts Course

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

Module 7 – Maximize the Value of Your Podcast Interview

Lesson 2: Repurpose and Polish



Learning Objective:

Choose how to capitalize on your podcast interviews and attract more leads

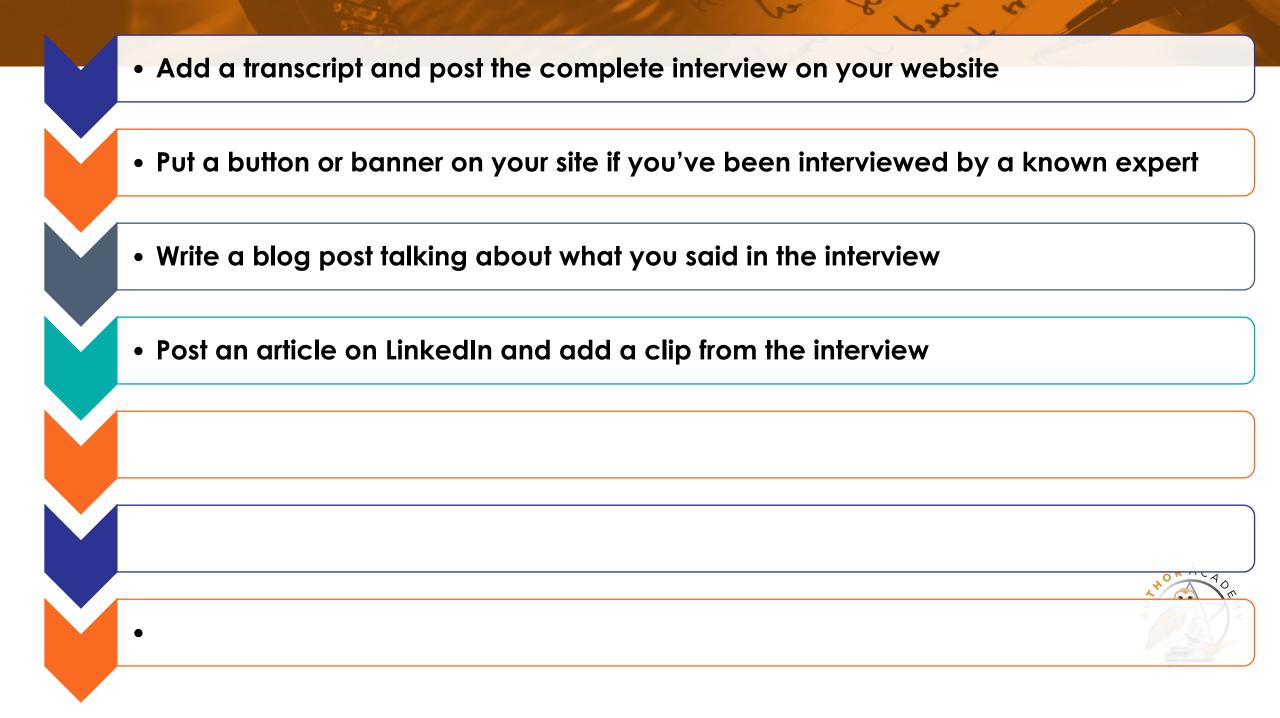


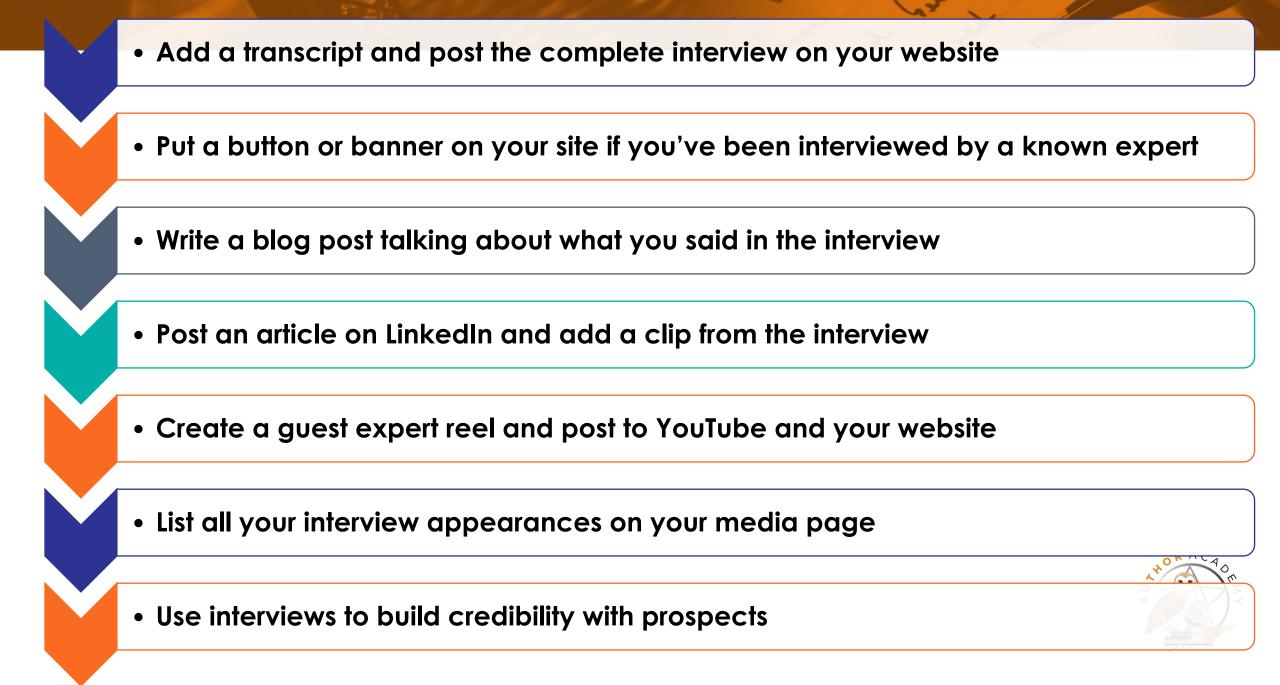
Use Your Evergreen Content

Your podcast is evergreen content and exists for download on your host's show as long as that show runs









- •Keep publicising and sharing the interviews you've done
- This will help you get booked by other podcast hosts





Polish Your Performance

Reflect on your performance after each interview





≻How did I do?

>Did I have a good rapport with the host?

>Did I get my key messages across clearly?

What could I do better next time?



Action Steps:

- 1. Write down 3 ways to repurpose your interview.
- 2. Review your interview performance from your last interview:
 - a. How do you think the interview went?
 - b. Did you have a good rapport with the host?
 - c. Did you get your key messages across clearly?
 - d. What could you do better next time?





What's Next?

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Module 8

Review & Refine

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