



# 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





- Add a transcript and post the complete interview on your website



- Put a button or banner on your site if you've been interviewed by a known expert



- Write a blog post talking about what you said in the interview



- Post an article on LinkedIn and add a clip from the interview

  
  


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- **Add a transcript and post the complete interview on your website**



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- **Write a blog post talking about what you said in the interview**



- **Post an article on LinkedIn and add a clip from the interview**



- **Create a guest expert reel and post to YouTube and your website**



- **List all your interview appearances on your media page**



- **Use interviews to build credibility with prospects**



- 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?**

**Module 8**

**Review & Refine**