



Module 5 Cheat Sheet – Prepare for Your Podcast Interview

Lesson 2: Prepare Yourself for the Interview

Key Takeaways:

- Always take time to prepare for your interviews. You'll feel more confident and be a better guest
- Practice as much as you can by doing mock interviews so that you can get comfortable with your answers

Learning Objective:

- ✓ Prepare yourself and your contribution in advance so that you feel confident and stay focused on the needs of the audience

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
- ✓ Examples of standard questions are:
 - 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 to standard questions but don't memorize or you'll sound rehearsed
- ✓ Craft your story to answer the question, "How did you get started?"
- ✓ Use a 5-step story format:
 - Everything was normal/OK
 - A pivotal event came along
 - You gained perspective, wisdom, learning from it
 - You took action
 - You're now in your current situation
- ✓ Remember, it's about their audience, not all about you
- ✓ Include examples relevant to them
- ✓ Prepare for less common questions:
 - What's something you've failed at?





- What are your greatest insights?
 - What do you wish you had known when you started out?
 - Who are your business heroes?
 - Who were your early mentors?
 - What are you optimistic about right now?
 - What advice would you give to someone just beginning their business/career in XX?
 - What book would you recommend our listeners pick up to learn more about this topic?
 - How do your values show up in your work?
 - What do you do for fun? How do you relax?
 - What inspires you?
- ✓ 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

Tips:

- ✓ 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. Hand gestures can be heard even on audio
- ✓ Don't rustle papers
- ✓ Avoid "ums", "aahs", "sort of", "like" and other filler words as much as possible
- ✓ Try not to be nervous
- ✓ Think of it as a conversation over coffee and not an interview

