



Module 6 Cheat Sheet - Be A Good Podcast Guest

Lesson 1: How to Be A Good Podcast Interviewee

Key Takeaways:

- Have integrity as a podcast guest. Honor your word and do what you say you'll do.
- Be responsive and easy to communicate with.

Learning Objective:

- ✓ Fulfil the conventions of a podcast guest so that you will perform professionally in all your interviews

Be A Good Guest

- ✓ You're a guest in their house so respect their requests and play by their rules
- ✓ Don't make scheduling difficult for them
- ✓ Prepare topics and questions available for the host





Best Practice Tips

- ✓ Don't be late
- ✓ Never cancel
- ✓ Be prepared
- ✓ Keep your sentences short and meaning clear. Ask yourself, "What's the most important point I can make?" Focus on that.
- ✓ Speak in simple, non-technical terms; don't use jargon
- ✓ Be a teacher and help others understand your subject
- ✓ Use "real life" examples
- ✓ Use your host's first name when answering questions and bring them in the interview. Say things like "that's an interesting question"
- ✓ Honor your host and their audience – you're there for them
- ✓ Refer to shared or parallel experiences with your host
- ✓ Make the host look good and reference other episodes. Say things like, "That's an interesting question"
- ✓ Lead with the most compelling fact or most useful point to your audience if you can
- ✓ Get to the point
- ✓ Don't be afraid to say, "I don't know." But add, "I'll find out and get back to you so you can tell the listeners"
- ✓ If the interview is on tape (not live) and you stumble or are dissatisfied with a question, pause or say something like "Let me rephrase that."





- ✓ Don't let anyone put words in your mouth. If an interviewer asks, "Do you mean to say XX?" then state your message again clearly, in your own language
- ✓ Correct misinformation with facts and references whenever possible
- ✓ Thank your host and your listeners
- ✓ Leave a review of the podcast after your interview
- ✓ Develop your mastery as a guest expert and people will be coming to you to ask you to speak
- ✓ A polite, professional, interesting and well-prepared guest is likely to be asked back

