



Module 7 Cheat Sheet - Maximise the Value of Your Podcast Interview

Lesson 2: Repurpose and Polish

Key Takeaways:

- Take advantage of the evergreen nature of your recording by repurposing your interview in as many ways as possible long after the event
- Do what you can to improve your performance as a podcast guest

Learning Objective:

- ✓ Choose how to capitalize on your podcast interviews and attract more leads long after the initial broadcast has taken place

Use Your Evergreen Content

- ✓ Your podcast is evergreen content and exists for download on your host's show as long as that show runs
- ✓ Repurpose the audio to build your visibility and your expert status:
 - 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 or influencer in your field
- 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 interviews on your media page
- Use interviews to build credibility with prospects in the sales
- ✓ Keep publicizing 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?
- ✓ Look at reviews and feedback and learn from that

