



## **PODCAST INTERVIEW CHECKLIST**

Use this checklist to plan, prepare and conduct your podcast interview.

### **1. FIND YOUR GUESTS**

Create a link on the website for visitors to request to appear on your show or have you as a guest

Reach out to guests with a press kit that explains your show and the benefit to the guest

Ask guests for leads to other guests

### **2. SCHEDULE YOUR GUESTS**

Use a scheduling website and offer multiple options, including various times of the day and week

Be aware of time zone differences

Describe the topic of the podcast episode

Provide your guest the demographics of your target listener

### **3. REMIND YOUR GUEST**

Send a reminder one week, one day and one hour ahead of the scheduled interview

Provide the method of the interview, such as Skype or phone

If there are any changes in plans, communicate as soon as possible

### **4. PREPARE FOR THE SHOW**

What do you want your listeners to take from this discussion? (have a goal)

Research a bit about your guest to find interesting stories

Create a list of questions that help your guest tell stories

Write your introduction, including the reason your listener should care about your guest

Write your conclusion, including a strong call-to-action



## **PODCAST INTERVIEW CHECKLIST**

### **5. SET UP AND TEST YOUR GEAR**

Prepare yourself early to troubleshoot any issues

Test your audio levels

Ensure you are creating a back-up copy

Log into the software platform early and test it

Remember to press record

### **6. PREPARE YOUR GUEST BEFORE YOU RECORD**

Confirm the expected length of the interview with your guest

Calm your guest by explaining that you will edit the interview to make them sound great

If your guest has little experience with interviews, over-explain everything

Explain that you may begin a question a second time and they should also feel free to begin answers again

Suggest if they make a mistake, they wait 10 seconds to make it easy for you to find the edit point

Inform your guest that there may be a brief gap of silence between their answer and your next question in order to allow you to prepare a great, follow-up question and to help editing in post production. This will also help prevent you and your guest from talking over each other.

Ask them to wear headphones, use a quality mic and find a quiet room

Consider sending them a decent headset mic with return postage to send back after the interview

Ask them to limit distractions, including other people, animals, cell phones and other notifications

Inform your guest if your show is clean or elicit



## **PODCAST INTERVIEW CHECKLIST**

### **7. CONDUCT THE INTERVIEW**

Make your interview a great conversation

Ask great questions

Get your guest to tell great stories

Listen actively while asking the questions your listeners would ask

Make your guest look great – ask them questions that help them provide great content

Ask open-ended questions by avoiding questions that allow yes/no or one word answers

Ask one question, then stop talking to allow the guest to answer

Respect the time of your guest. Be on time and stick to the window of time allotted for the interview

### **8. AFTER THE INTERVIEW**

Send a thank you note to your guest

Provide your guest some copy they can share to promote the episode

Find the edit points to fix the errors

Remove the answers that do not support the topic at hand (there are questions that will fall flat – take them out)

Write your show notes to entice people to listen to the episode

Get it out there (too many want to build up a library – stop procrastinating)

To order the full **PODCAST TALENT COACH WORKBOOK** that will help you create great content with step-by-step instructions, or to request a detailed critique of your show, visit **[www.PodcastTalentCoach.com](http://www.PodcastTalentCoach.com)**.