

How to Be A Better Podcast Guest

Super simple tips to make every podcast an A+ experience for **you**, for the **host** and for the **listener**.

Three main areas of focus:

1) quality of **production**, 2) quality of **content**, and 3) leveraging the **promotional power**

BEFORE

Before the Before...

- What is your WHY?
- What is a positive/desirable outcome for you?

This will inform your content, your call to action, and where & how you promote your appearance.

- **DO** vet the guest to some degree (look at their social media, listen to one of their shows, check out their website, etc)
- **DON'T** ask how many listeners/followers they have
- **DO** ask where they will be promoting their episode and what they need from you (more on that later)
- **DO** let your company or other relevant people know that you're making a media appearance

Before recording:

- **DO** connect with the host on social media
- **DO** listen to their podcast
- **ASK**
 - Do they record video? If yes, where is it used?
 - Is their show edited?
 - How would you describe the tone of your show?
 - ...your typical audience member?
 - Where do they typically share the show?
- **DO** block your calendar 15 mins before + 10 mins after recording time; if you have a hard stop, TELL THE HOST

During - the actual interview

PRODUCTION/LOGISTICS TIPS

- **Strong wifi** is a must
- Log in on **computer**, not a phone
- **Room**: the more sound absorption the better; nothing cavernous or noisy; no fans, loud A/C, or open windows
- **Use a microphone** - <https://amzn.to/3z7himR> (~\$30), under \$20: <https://amzn.to/3c73ZJK> - at the very least, earbuds with mic (but they're not ideal)
- **Be camera-ready**; a ring light is optional, but makes you shine! <https://amzn.to/3Plu328>
- Do you have the **software** (eg Zoom)? Have you opened it recently?
- **Close computer tabs**, everything you don't need
- Bonus points: **Restart** your computer
- **Silence your phone** - recommend airplane mode/do not disturb
- **Have a drink nearby** (no bubbles!)

CONTENT TIPS

- **DON'T** "present a keynote"
- **DO** create a conversation
- **DO** share stories, not "frameworks"
- **DO** have an outline, not a "script"
- **DO** share your outline and/or desired questions/topics with the host in advance
 - Feel free to list "NO GO" topics, too
- **DO** as you wrap the conversation: share a SHORT AND SWEET "**call to action**" for the listener

After: Maximize the Opportunity

- Remember, the host needs your headshot, your website, your bio, your social media links
 - You can share/repurpose the show to build your brand and your media presence
 - *Bonus tip: don't let the cringe, imposter syndrome or other self-criticism impede your sharing of the show!*
 - ACT LIKE IT'S YOUR PODCAST for a moment, and ask "where would I share?"
 - **Share the actual episode:** grab their blog link, Apple Podcasts link and Spotify link (they SHOULD send these to you) and share it in your channels
 - **Idea:** Grab an audio clip and make an Audiogram! <https://getaudiogram.com/register/33246f>
 - Repurpose clips into **social media content** - TAG THE HOST
 - *You can ask for the video or audio file from the host, the show art, whatever you need....*
 - **PRO TIP:** Don't just say: "I was on a podcast!" - share a take-away or provocative idea or question when you share the episode
 - Share on your website and/or speaker kit (e.g. "as featured on...")
 - **PRO TIP:** get a transcript - post on your own site as a blog post (great SEO!)
 - **Reminder:** the opportunity for promotion/ repurposing content DOES NOT EXPIRE... you can reshare in the future
 - **BONUS** - leave a review in Apple Podcasts for that show - it might boost exposure and downloads for your episode!
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Created by Elizabeth ("Ella") Lucas-Averett, owner of [The Trivista Group](#) communications consulting company, and host of the [On Air with Ella](#) podcast. **Join me** in Miami, FL for a women's retreat (wellness & workshops)! Details: [LIVE BETTER | START NOW Sept 29- Oct 2, 2022](#)