

Module 6

Powerful Interviewing Techniques





In this training you will learn:

- Why is this important
- Your role as the Host
- Preparing the Guest
- The Powerful (and compelling) Introduction
- Powerful Interviewing Techniques
- Handling Difficult Guests



WHY is this important:

Quote: “People come for the topic (guest) – they stay for the Host.”

YOU!

What reputation do you want to build as a Host?



WHY is this important:

- The way you as the Host relate to the guest (or HOW you speak) – creates an experience
 - What experience do you want to create for your listeners? (Refer back to your Signature Brand notes (from Week 1)
- Mindset is key – what are the key emotions you want people to feel?
 - What will this require of you, each and every time you interview and/or share content on the show?



Your Role as the Host

- Creating and maintaining an experience throughout the entire show
- Making your guest feel welcome and at ease throughout the entire show
- To be (i.e. sound) genuinely curious
- To manage the entire conversation (flow, content/information)
- To guide (and if need be – manage) the guest





Preparing and managing the Guest

- Your Guest Profile:
 - From the information you gather BEFORE the interview
- You Set the Stage
 - From just before you press record
- You manage the guest the entire way through to the outro
 - Right through the interview to the outro – YOU create the ambience by engaging with the guest and allowing them to shine





Things I have learned

- Be curious; be interested, be intrigued – even if you’ve heard it all before. [Try to bring in another angle to the topic, by asking the guest to share something that no-one else speaks about or knows]
- Be prepared – use your show notes
 - Even when you get to a stage where you are able to adlib, use your show notes as a guide and framework to keep the flow going





Things I have learned

- I was taught: Don't let the guest drone on.
 - The 90-second rule [BUT, don't be afraid to break the rule when it's appropriate]
- Take notes as the guest is speaking: key phrases/points and use that information as a segue into the next topic, or to spend time exploring a topic further.





The Powerful (and Compelling) Introduction

Use the information from the Guest Profile:

- Short show introduction
- Use a statistic, a study/research finding or case study result to open the show
- Next, incorporate the bio the guest has provided
- Then share the three key elements (benefits/lessons) the guest is going to share





Example

Welcome - this is episode 202 I'm your host Annemarie Cross, Brand and Communication Strategist, also known as the podcasting queen.

Sales and selling is something that sadly many service-based ambitious entrepreneurs struggle with. The thought of having to sell yourself, or getting a NO and feeling somewhat rejected is something I think we can all relate to.

However, imagine if you could follow a breakthrough sales system that took the focus off of having to sell yourself, it not only shortened the sales cycle however also delivered sales conversation rates as high as 94%.

Would you be interested in learning more? I know I certainly would.

Joining me on today's show is Steve Brossman.





Example – Continued...

Steve is the Amazon Best Selling Author of the Book 'Stand Up Stand Out or Stand Aside' a Blueprint for creating your Authority Factor.

He is the Creator of the Authority Sales Blueprint a breakthrough system that is helping professionals stand out in crowded markets, avoid the price wars and makes selling faster and more enjoyable.

On today's show Steve is going to share:

1. How to quickly position yourself as a leader in your market so you can attract more high level clients;





Example – Continued...



2. A breakthrough sales system that takes the focus off selling yourself, shortens the sales process and creates conversion rates that have reached as high as 94%.
3. A proven way that professional service providers can package their services and easily sell them for higher prices.

Welcome to the show Steve.



Powerful Interviewing Techniques

- Leading Questions
 - “Why do you believe so many business owners struggle with their marketing?”
 - “Mindset is key to a businesses success – isn’t it?”
- Probing Question
 - “Say more about that?”
 - “Why do you think that is?”





Powerful Interviewing Techniques

- Open-ended Questions
 - “Explain more about that?”
 - “How would you describe...?”
 - “What would be one thing you’d like to leave with people today?”
- Guide the guest by being specific as to the information you want:
 - “If you would like to give us a snapshot of your journey – specifically the key insights you’ve learned over the last few years in just 2 to 3 sentences, what would you say?”
 - “What’s one last nugget you’d like to share before we end the show?”





Powerful Interviewing Techniques

- Watch for those fillers: um's, ah's or repetitive phrases
 - Edit them out if you and/or your guest have used them too often
- Summarise and segue into the next point:
 - *“That’s segues perfectly into what you wanted to share about personal branding. Why is personal branding so important when it comes to online marketing?”*
 - “Previously you mentioned personal branding. In today’s online world there is so much noise, it’s hard to stand out and be heard. Let’s talk more about the importance of personal branding – especially when it comes to online marketing.”





Handling Difficult Guests

- The spammy guest who sounds like an infomercial
- The guest who doesn't shut up
- The guest who hardly says a word
- The guest who is B.O.R.I.N.G.





Over to you

- Complete the activities in your workbook
- PRACTICE, PRACTICE, PRACTICE

