

Module 2: Preparing Your Guest



INTERVIEWING
With **PURPOSE**

CONNECT | ENGAGE
INFLUENCE





In this training you will learn:

- Why is this important
- The One-Page Guest Podcast Prep Webpage
- Guest Profile
- Sound Tips Sheet
- Online Schedule

Why is this important?

- Every action and interaction speaks your brand (reputation);
- *Building rapport and the relationship with your guest is key;*
- Helping the guest prepare and know what to expect ensures the best outcome.



The One-Page Guest Podcast Prep Webpage:

- Example:
[www.annemariemcross.com/
aespodcastinterviews](http://www.annemariemcross.com/aespodcastinterviews)
- Use Leadpages.net

The Guest Profile:

- Guides the guest with the information you need;
- *Use the information to prepare the show notes;*
- Everything in the one place when creating our show page;

Sound Tips Sheet:

- Prepares the guest so they know what to expect;
- *Ensure the sound quality is optimised;*
- Put everything you want the guest to be aware of in this document. Ensure you make note of the importance of reading this document on your One-Page Guest Podcast Prep Webpage;

Online Calendar:

- Calendly.com;
- *Boosts productivity in not having to email back and forth to find a suitable time;*
- Time zone differences can be a nightmare;
- *Set up available times and add the link to your One-Page Guest Podcast Pre Webpage.*

Your Turn:

- Setup your One-Page Guest Podcast Prep Webpage;
- *Setup your Guest Profile;*
- Setup your Sound Tips Sheet;
- *Select your Online Calendar [i.e. Calendly.com]*