

# Module 3: Setting the Stage

## Lesson 1: Structuring Your Podcast



**INTERVIEWING**  
*With* **PURPOSE**

CONNECT | ENGAGE  
INFLUENCE



## In this training you will learn:

- Why is this important
- *Your Show Structure: Four Examples:*
  - Just You;
  - *You Interviewing a Guest;*
  - You Interviewing Two Guests – separately;
  - *You interviewing Two (or more) Guests at one time [Advanced]. Example provided in Handouts.*

## Why is this important?

- Avoid disorganisation and creating a confusing show;
- *Bad impression on your guest;*
- Loose attention of your listeners (ideal clients);
- *Every action/interaction speaks your Brand.*
  - What reputation do you want to build?

# Example One: Just You

- Your show intro and welcome;
- Overview of the three things you are covering today and why it's important to learn;
- Main show:
  - Point one and example
  - Point two and example
  - Point three and example
- Summarise points and confirm benefits;
- Call to Action: Your Irresistible Signature Giveaway
- Show Outro

# Example Two: You Interview One Guest

- Your show intro and welcome;
- Introduce the guest and brief overview of the three things the guest is covering and what they will learn;
- Welcome guest and pre-amble to lead up to the main show;
- Main show:
  - Point one and example
  - Point two and example
  - Point three and example
- Ask guest to share best contact details;
- Call to Action: Your Irresistible Signature Giveaway
- Show Outro

# Example Three: You Interview Two Guests (separately)

- Part 1: Your show intro and welcome;
- Brief overview of today's topic, your two guests, and what listeners will learn;
- Welcome guest and explain three things they will share;
- Main show:
  - Point one and example
  - Point two and example
  - Point three and example
- Thank guest and ask him/her to share best contact details;
- End recording.

# Example Three: You Interview Two Guests (separately)

- Part 2: Your show intro and welcome;
- Welcome guest and explain three things they will share;
- Main show:
  - Point one and example – right through to Point Three
- Thank guest and ask him/her to share best contact details;
- Summarise the show and importance of taking action;
- Call to Action: Your Irresistible Signature Giveaway;
- Show Outro;
- End recording;
- You would then mix the two segments together during post-production.

## Your Turn:

- Decide on the structure/format of your show;
- *Download and complete the Podcast Structure Template.*