Module 5:

Streamlined Systems to Find, Schedule & Prepare Guests

PODCASTING *with* PURPOSE

STAND OUT, BE HEARD
INFLUENCE

In this training you will learn:

- Why is this important

- My Systems & Processes: Tools

- My Systems & Processes: Documentation

- Each explained in further detail

WHY is this important

- It can take HOURS to research, coordinate and put together a show, if you're not organised

- Helps guide the guest in providing the RIGHT information

- Helps you focus on the right information for your show notes and additional information for sharing the podcast on social media

- Systems liberate you

My Systems & Processes: Tools

- Calendly.com – to schedule all of my interview appointments

- Dropbox.com – to store ALL files associated with guests' information for my Admin team

- GoogleDrive.com & Google Docs – to store all HQ processes, training documents etc for my HQ team
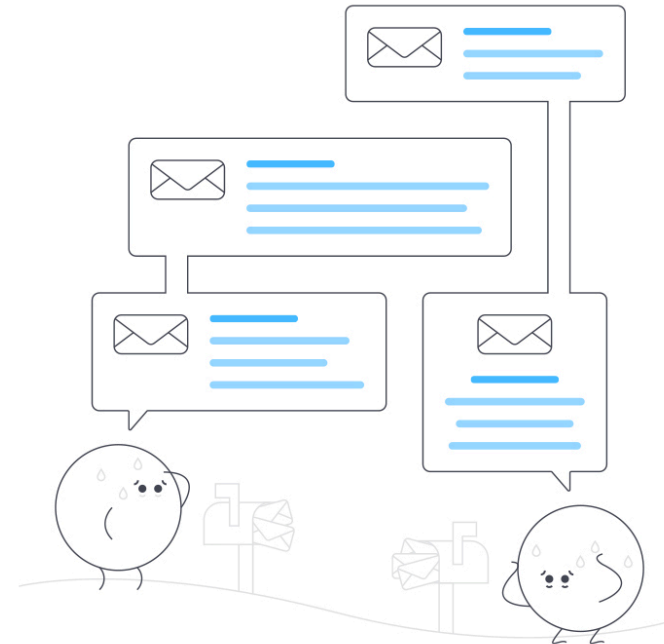
Calendly helps you schedule meetings without the back-and-forth emails

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GoogleDrive.com & Google Docs

- Guest Profile

- Sound Tips Checklist

- Show Notes

- Follow Up Emails

Guest Profile

- Information is used to create
  - Show Notes
  - Quote Graphics
  - Blog Post

Sound Tips Checklist

- Information helps guests set their location up to get the best audio quality

Show Notes

- Information helps you keep focused and on track as you record the interview

- In the example provided, I don't have any questions outlined, because I now adlib and am guided by the three key points the guest wants to share and the conversation

- Are used when my admin team creates the blog post on our website

- There are 4 standard scripts that have been created

- My Guest Coordinator uses these scripts when reaching out to potential guests or with guests/PR agents who have pitched guests that we agree to feature on our show

- Email 1: We'd love to interview you – are you interested?

- Email 2: Here is the guest profile, sound tips and link to online calendar

- Email 3: 1-2 days after the interview is recorded

- Email 4: After the interview has been published

Over to you

- Complete the activities in your Workbook [Optional]
  - Making a note of the systems YOU need
- Tweak and create documents and systems that are specific and helpful for YOU
- Don't feel obligated to use all of the systems
- Create your own systems to support you