

# Module 4 – Lesson 2

## Structuring your Podcast





# In this training you will learn:

- Why this is important
- Your Show Structure – four examples
  - Just You
  - Just you interviewing a guest
  - You interviewing two guests - separately
  - You interviewing two (or more guests) at the 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 client)
- 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; why this is important and what they will learn and how it will impact them
- Main show:
  - Point one and example
  - Point two and example
  - Point three and example
- Summarise points and confirm benefits
- Call to Action: Brief overview of your Irresistible Signature Giveaway and how it can be accessed
- Show outro



# Example One: You interview one guest

- Your show intro and welcome
- Introduce the guest and brief overview of the three things the guest is covering today; why this is important and what they will learn and how it will positively impact them.
- Welcome the guest and pre-ambule to lead up to the main show
- Main show:
  - Point one and example
  - Point two and example
  - Point three and example
- Ask guest how people can find out more; contact information



# Example One: You interview one guest

- Call to Action: Brief overview of your Irresistible Signature Giveaway and how it can be accessed
- Show outro



# Example One: You interview two guests - separately

- Part 1: Your show intro and welcome
- Brief overview of today's topic; your two guests; what they will be speaking about; and the benefits of listening
- Welcome and introduce your first guest
- Interview
  - Point one and example
  - Point two and example
  - Point three and example
- Thank guest and ask how people can find out more; contact information



# Example One: You interview two guests - separately

- End recording
- Part 2: Your show intro and welcome
- Brief overview of today's topic; your two guests; what they will be speaking about; and the benefits of listening
- Welcome and introduce your first guest
- Interview
  - Point one and example
  - Point two and example
  - Point three and example





## Example One: You interview two guests - separately

- Thank guest and ask how people can find out more; contact information
- Call to Action: Brief overview of your Irresistible Signature Giveaway and how it can be accessed
- End recording
- You then would mix the two segments together during post-production.



# Take Action Checklist

- Decide what format you will follow with your show
- Download and complete the Podcast Structure Template