



**Module 3: Setting the Stage for an
Awesome Interview**

**Lesson 3: Creating Compelling
Show Introductions**



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Lesson 3: Creating Compelling Show Introductions

In this training you will learn:

- Why is this important
- Typical introductions to avoid
- Creating compelling show introductions

WHY is this important

- You only have a few seconds to pique someone's interest
- Think about when you're meeting someone for the very first time – those initial moments count and can make an impression – a good one, or not
- You not only want to make a great impression on this show but compel them to subscribe and come back

Typical introductions to avoid

- Ambiguous or confusing introductions
- Hosts who ramble on and on (and on)
- Boring music and/or voice over professionals
- No 'hook' and reason why people should listen; what is the benefit of listening

Putting together YOUR compelling introduction

- People will feel compelled to listen if they feel you are talking about them and will provide them a solution to help overcome their struggles
- How well do you know your ideal listener (client)? You MUST not only consider demographics but also psychographics of your ideal client [Note: Our Podcasting with Purpose Training goes much more in-depth into this topic]
- Look at the information the guest has provided on the Guest Profile

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- 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: Introduction

Note: All of this information was taken from the Guest Profile the guest had sent me:

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.

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;
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.



Your Turn: