7 THINGS YOU MUST KNOW
ABOUT THE HOST
BEFORE THE PODCAST INTERVIEW

How to pronounce their name.

Ian Galic runs a great marketing podcast. The biggest way to embarrass your self is not to say IAn (I-on) like he does.

What they call the audience.

Jaime Jay of the Stop Riding The Pine Show refers to his listeners as Opiners (Oh-Pine-Ers)

The common questions they ask all the guests

John Lee Dumas of EO Fire asks all his guest's what they would do if they woke up tomorrow in a parallel world. They had $2,000 in their pocket. They know everything they knew now. They had all their food, clothing and housing taken care. What would you d0?

After over a thousand interviews aired, I've still heard guest answers "I've never thought of that" The listeners hear: "I'm not one of you. I've never listened before. I don't care about you!"

Is it audio only or will video be on. Will it be used?

Always assume the host will turn on the video even if it's not shared publicly. Sometimes they will turn it on before the recording as a way to get to know each other. Sometimes it may be turned off to conserve bandwidth. Don't get caught by surprise. Sound and look your best.

Who are the typical listeners?

Content is king, but context is god. You want to ensure you know to whom you are talking. Consider a comedian; they maybe funny, but the content they use at the bar will bomb at the bingo hall and vice versa.

What is the EXACT time and date of the call?

With various time zones and daylight savings times in some area, miscommunications can be common. Using an online scheduling tool makes this easier. Also following up prior to teh interview helps.

Is this a LIVE show?

Typically for live shows their is no chit chat at the beginning. You could be live from the start. You will want to know.