

# 7 THINGS YOU MUST KNOW ABOUT THE GUEST BEFORE THE PODCAST INTERVIEW

## **That you are excited and prepared for the interview.**

Start the conversation out on a positive note and let them know what the opportunity to talk with them and their audience means to you. Let them know you are there to provide value and make the host look like a genius for introducing you to his or her listeners.

## **How to pronounce their name.**

There is NO polite way to correct the host on your name once the interview starts. If you want the audience to think the host knows and likes you, make sure they know exactly what you want to be called. For example my book cover says “Thomas M. Schwab”, but I prefer to be called Tom versus Thomas.

## **What is the BEST website to reference.**

Often the guest can have more than one website. For example a personal site (blog), a business site, and a specific site promoting a product like a course, product, or book. Mentioning more than one in an interview can cause confusion. Mentioning the wrong one can make for an interview that never produces traffic, leads, or customers.

## **That you too are recording the interview. guests**

Always offer to record the interview on your end also. In podcasting it's referred to as a “double-ender”. This can be a professional courtesy and provide welcome redundancy in over 400 interviews, only twice has the host's recording been lost or compromised. In those times I was the hero for having a backup copy. It saved my time valuable time and kept us from having to reschedule and record the interview again.

## **Any special offer you might make.**

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.

## **The SLUG of your welcome page.**

Let the host know that you will be making a special welcome page just for their audience to include anything you talk about. This shows from the beginning your intent to bring value. It also allows them to suggest a better, more recognizable URL to their audience.

## **What you hope to accomplish on the interview.**

Don't be self-serving detailing what you want to sell, but do let them know the area or topics you would like to share with their audience. It's extremely difficult to redirect an interview once it's started, so politely discuss this before the recording.

