

10 Great Tips for Acing your Next Podcast Interview

1 Let's start with the basics. Know what you need to know.

- When, where and how the podcast will be hosted.
- Who calls who and when. In my mind the Host should do the calling.
- Who is your contact and contact info?
- Take good notes and don't be afraid to ask the scheduler for information.
- Be sure to ask if there is anything you should bring, be prepared for, anything they need.
- Best to do this while you are setting up the interview because people can be hard to reach later. As they say, "Clam when the tide is low."

2 Give some thought to All Things Podcast as soon after the initial call as possible.

- Make sure you have the date and time blocked out.
- Include a time for last minute problems and a once-over before the interview.
- What do want to make sure you don't forget. Keep a running list between the initial call and the interview date. You will likely think of more things as time goes on.

3 Prepare ahead for interview. This includes:

- researching the person's website,
- thinking up specific questions,
- equipment needed,
- what you will wear, what you'll need, etc.

What to wear may seem odd in an audio-only podcast, but we all know we feel better when we know we look great. And it really stinks to have an interview when your pants are too tight or something about what you are wearing is distracting you. (Been there, done that.)

Be sure to include some water at your side in case you get dry or a tickle in your throat.

4 Be sure to record the interview. Even if the other person offers to do so. You want to have a copy that you control and don't have to wait around for. After the interview listen to recording with an ear toward improving your performance.

- Voice too high or a bit shaky.
- Did you sound confident?
- Did you say umm or ahhh or use some other distracting filler?
- Was your volume ok?

Eventually you will come up with your own post interview checklist of what to look for based on your voice, personality, brand, and what you want to sound like.

5 Take notes during the interview. This gives you something to refer back to so interview is more of a conversation than a one-sided talk fest.

6 Make sure you know and have rehearsed your "Get Out of a Disaster" question and answer. You will be glad you had that "filler" at the ready.

(See separate sheet titled "No Fail Technique to Get Out of 'Interview Disaster That No One Tells You About.'")

7 Make a list of questions (or answers if you are the host) that you can expect the

Host to ask. Be sure you have some quality answer for them. As a host, be ready to

follow-up and take the interview in whatever direction seems appropriate given the answers.

If you prepare for this ahead of time you will come across as prepared for the interview.

8 Practice ahead of time by interviewing someone or allowing someone to interview you.

- If you can't think of someone, your dog or favorite plant will work. Have fun. Use your imagination.
- Ask and answer some of the questions you get asked a lot.
- The point of this is to go through the motions of using words and asking and answering questions.

Learn to feel comfortable talking to anyone. And you will be comfortable--if you have already prepared and practiced for it numerous times.

9 **Be sure to send a thank you note** after the podcast interview. It's a basic courtesy. Send a physical note if you want to make a splash. You'll stand out above the crowd if you send an actual put-it-in-the-mail note.

10 **Celebrate your wins!** You did great, so go ahead and pat yourself on the back.

Plus an Extra Tip

Remember that old journalist ditty The 5 Ws: Who, What, When, Where, Why. This will help you stay focused and to direct your questions and answers directly at the main points.

(See separate sheet "Remember 5W + 1 H = A Great Interview")