

## Podcast Interviewee Tips

It's no secret that financial advisor podcasts are a highly effective way to communicate with existing and prospective clients. Preparing to be a great guest will pay dividends.

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### Ideas

Here are a few suggestions to consider to receive maximum benefit before and while being interviewed as a podcast guest.

1. **Passion.** Being invited (or pitching yourself) as a guest on a podcast you already are excited about will impress the podcast host and their audience. It will make you more relatable.
2. **Homework.** Listen to previous podcast episodes, this will benefit you in a couple of ways.
  - Reviewing past episodes will give you the ability to reference them during your interview. It adds credibility and shows you care.
  - Gain a better understanding of the cadence, structure, and style of the podcast. By having this know-how, you'll be able to prepare the content you want to share.
3. **Host.** Do your homework on the host. Who do you know? What topics do you have in common? Be sure you share them during your pre-interview conversation.
4. **Audience.** Learn as much as possible about the listeners and viewers. You want to be sure that your answers and thoughts during the interview are targeted to the audience.
5. **Listen.** Be an active listener while the host sets up their next question.
6. **Tidbits.** State the host and podcast names during the interview. Share the podcast with your social network.

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