

Podcast Interviewer Tips

It's no secret that podcasts are a highly effective way to communicate with existing and prospective clients. Engaging with a guest brings a fresh perspective to your show.

Ideas

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

1. **Find someone you find incredibly interesting.** Not only will your guest feed off of your heightened level of engagement, but your audience also will too.
2. **Know as much about your guest as possible.** The more you know, the better. Your guest will appreciate that you've done your homework. Keep a cheat sheet of facts closeby.
3. **Create a pre-call process or checklist.** List each step you will encounter leading up to and during the podcast.
4. **Have a list of questions ready.** Have a pre-call conversation with your guest and share the questions you'll be asking. During the interview, have the list available to ensure you are staying on point.
5. **Stay in control.** During the interview, you are in charge of maintaining the tempo of the conversation. Don't let the guest control the pace.
6. **Don't interrupt; pay attention.** A savvy guest will know when you are not listening to their responses. Listen intently as they speak. Don't let your next question hamper your concentration.
7. **It'll never be perfect.** Even the best interviewers look for ways to improve their skills. Re-listen to all of your podcast interviews and make adjustments and improvements to your craft.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit www.referralsafe.com/asktra frequently for new additions.