



PODCAST TRACKER



Creating Great Sound Waves

Being invited as a guest onto a podcast is an amazing opportunity for you. You will need to prepare your content and messaging so the show is

Informative

Educational

Entertaining

Engaging

Even though it is an audio, expect to have your photo taken or a video recording of the podcast. So dress up as if you were going to a meeting or appearing on National TV. Not only will you look professional, you will feel and create the state you want to be in when presenting.

If you get the questions before the interview, practice your answers, do your research and make your content relevant and relatable.

Bring all of you, show up before time, with your knowledge, notes and personality. Audio requires you to act out a little so the emotion can be heard in your voice as tone is what connects you to your audience.

@shirepod

Take your own headphones. Always use headphones when recording - you will pick up all the ambient sounds in the room and you will hear the inflections and idiosyncrasy's in your voice, like 'like' and 'um' or 'yeah'.

Get familiar with tech, upon arrival, do a sound check, be happy with how you sound. Confirm visual cues to stop talking and to wrap up.

Now you should be ready, content at hand and focus. Clear your mind, breathe in deeply and take a silent breathe before answering. It allows you to gather your thoughts.

Don't speak over the top of the host.

Share a personal experience that demonstrates your insight, empathy and understanding.

We can always edit the long pause, but it's hard to separate you cutting each other's sentences off and it sounds terrible.

Stay on message and feel confident you are helping others with your expertise and opinion based on your experience.

Make it personal, you'll get invited back.

Get someone else to sound your horn and it **will carry twice as far!**

Will Rogers, Author



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ARE YOU AN EXPERT **WITH SOMETHING TO SHARE?**



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#ShirePodGuest