

## General Tips To Improve Your Podcast Interviews

- Explain why you would like to have this guest on your show.
- Clearly communicate how long you are requesting for the interview to take place.
- Use an automated calendar invite that adjusts to your guests' time zone - we use [Calendly](#)
- Have a pre-interview with your guest prior to recording - builds rapport and you can check out their tech and tech knowledge before you meet to record - determine fit as a guest for your audience.
- Set up your recording date with an automatic link to your recording platform
- Use automated reminders - we use [Calendly](#)
- Clarify in the pre-interview if you as the host will forward scripted questions or if this will be conversationally based
- Remove distractions - phone, dogs, noisy elements for both host and guests - shut off phones, close email notifications etc
- Show up for your guest ON TIME!
- A Follow up with a thank you note is great. This can be done via email, but it has more impact when you send a card (or gift) by mail.
- On recording day, Be prepared to give an introduction of your guest rather than asking them to introduce themselves.
- When asking a question, don't continue speaking and answering the question for them.
- Don't interrupt your guests when they are speaking.
- Don't give verbal agreements to every statement that they make.
- Avoid questions that allow for simple one word answers (yes/no etc)
- Have an idea of the main points you desire to have come out within the interview, ask questions that get you to reach those goals and allow the conversation to flow.
- Actively Listen to your guests while they are speaking
- Jot down key words that you can get clarity or go deeper on with your guest during the conversation
- Don't guess - Make sure to learn how to pronounce your guests name correctly.

- Use a countdown timer if you have a hard stop (Zoom's 40 minute free limit)
- Hit record right away when guest joins the room - helps you not forget to do so and realize it mid interview that you are not recording
- Monitor your recording dashboard throughout the interview
- If your interview is not being distributed live, remind guests that we can always edit and correct anything - nobody has to be perfect during the interview - things happen.
- Invite your guests to have a drink or clear their throat - we can edit that!