



FOR PODCAST GUESTS

PRE-INTERVIEW GUIDE



WELCOME

PODCAST GUEST BLUEPRINT

As an entrepreneur I see massive value in podcasts.

As a podcast host I see massive amounts of education needed to help entrepreneurs convert listeners to leads.

This guide is part of a comprehensive course that I have created to share insights and tools to fill that need.

My goal is to make you into the golden guest.

Keep on Communicating!

Jim A. James





TABLE OF CONTENTS



LISTEN TO THE SHOW	3
PREPARE TALKING POINTS	4
WARDROBE SELECTION	5
SET UP SPACE	6
CHECK AUDIO LEVELS	7
FRAME THE SHOT	8
VOICE WARM UP	9
HYDRATE	10
AIRPLANE MODE	11
BREATH, SMILE, RELAX	12



PODCAST



UNDERSTAND THE HOST STYLE

1

LISTEN TO THEIR SHOW



Listen to the latest shows. What is topical for them? How they host the show, and get into synch with their approach. Your interview will sound like old friends meeting.



PREPARE TALKING POINTS

Have a clear outline of the topics you will cover. Remember every point has a story and every story has a point. Three key messages with stories, and a compelling call to action.

2

WARDROBE SELECTION



3

For a video interview, opt for classic solid colours to avoid moiré effect. Bright colours in moderation. Choose well-fitted clothes for comfort. Consider wearing the same colours for brand consistency.



4

SPACE SET UP

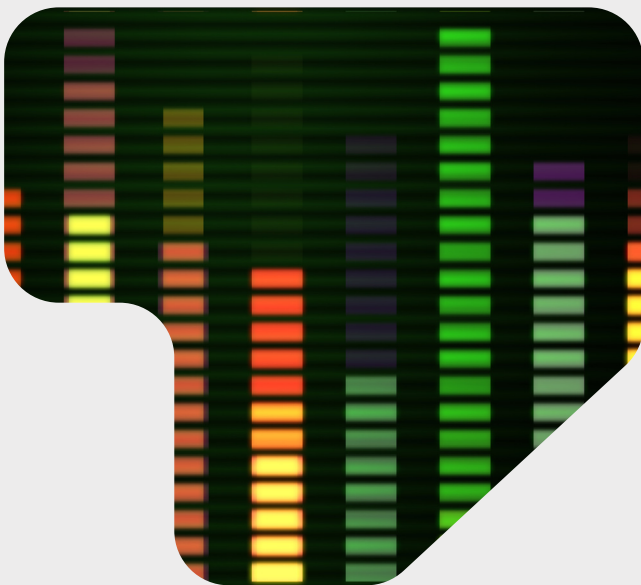
Ensure that you have the light set up to give you the best exposure.

Face the window, have additional lighting.

Create clutter free desk, and a tidy background.



5



CHECK AUDIO LEVELS



Check the input audio source. Adjust your sound levels to avoid distortion or low volume. Make sure your voice is clear and at the right level. The microphone should be about 6 - 8 cm away.



6

FRAME THE SHOT

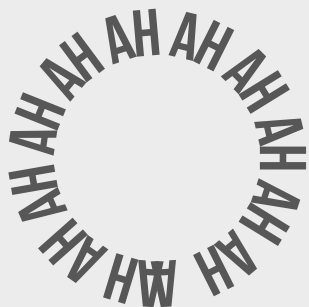
Set up the camera to follow the rule of thirds. Sit close enough to the camera to fill the shot, but far enough away to create space.





7

VOICE WARM UP



Perform vocal warm-ups to ensure your voice is ready for recording. This can include humming, lip trills, or tongue twisters. It is best to start this standing up, to help the body to breath fully.



HYDRATE

Drink water before recording to keep your vocal cords hydrated. Avoid dairy products and sugary drinks. Also caffeine, alcohol and nicotine. Warm water is better than cold.

8

DO NOT DISTURB



9



Go into airplane mode.
Turn off notifications to avoid interruptions during the recording session.
Close down all applications to reduce demands on your computer.

**BREATHE
RELAX
SMILE**



1
0

You have done all the hard work.
You are prepared.
Ensure that you have 10 minutes
before the interview to simply
breathe, relax, and smile.
The audience is ready for you,
and you are ready for the
audience.
Enjoy the performance.



CONTACT US

Find out more about the podcast
guest course at our academy.

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