



PODCAST ENVY

MASTER THE
INTERVIEW

TheCreative
Impostor
Studios

Get the notes...

Master the Interview PDF

thecreativeimpostor.com/PodBossInterviews

What?

pod·cast

'päd,kast/

noun

a digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

verb

make (a digital audio file) available as a podcast.

Where?



Why?

“The only reason you should start a podcast is because you **NEED** to podcast!”

~Elsie Escobar

She Podcasts, Libsyn, Elsie's Yoga Class

Why Interviews?

Because everyone else is doing it?

Because no one will want to listen to a whole episode of just you talking?

Because it's so much easier?

If everyone else jumped off a cliff...



Host Tip #1

Pre-Production

Research, invite, schedule, prep, confirm.

“Be prepared!!!!”

~Disney's The Lion King

Boss Tools

Calendly - scheduling

HelloSign - talent release

Gmail template or Canned Response

Have a standard process!

Host Tip #2

Pre-Production

Treat your space.

Test your tech.

Redundant recording. Redundant recording.

Wired ethernet connection or dedicated wifi.

Boss Tools

ANY microphone except your onboard laptop mic
& closed ear headphones

Recording device (Zoom family) or software (Ecomm)
or both!

Audio isolation shield and/or small, soft quiet space

Detailed remote interview setup: bit.ly/PodBossInterviewSetup





Host Tip #3

Production

As if you were **inviting your guest** into your home...

Be on time. Be gracious.

Help them relaaaaaax.

Let them know what to expect.

Do not disturb. Silence notifications. Airplane mode.

Host Tip #4

Production

Ask the right questions!

Who? What? When? Where? **Why? How?**

Get the **story**

And then what happened? How did that make you feel?

Have a plan AND go with the flow!

Silence is golden.

Copyright 2018 The Creative Impostor Studios

Host Tip #5

Post-Production

Do EVERYTHING you can
to make your guest look, sound, feel AMAZING!

Editing - split tracks, noise, levels, content, um...

Promo - make it EASY for guest to share
& easy for listeners to find

Guest Tip #1

Pre-Production

Schedule, listen, prep, confirm, ask questions.

Send the host whatever she needs (photo, bio, etc)

“Be prepared!!!!”

~Disney's The Lion King

Boss Questions

Audio or video?

Editing? (you can tell by listening)

Audience? (to whom am I speaking & how can I serve them?)

Estimated release date?

Policies on promo?

Guest Tip #2

Pre-Production

Treat your **space** - small, soft, quiet

Test your **tech** - ALWAYS use headphones
& a microphone
(at the VERY least earbuds with attached mic)

Wired ethernet connection or dedicated wifi.

Guest Tip #3

Production

Be on time. Be gracious.

Do whatever you need to be
relaxed, alert and present.

Do not disturb. Silence notifications. Airplane mode.

Guest Tip #4

Production

Have talking points AND listen so you can respond conversationally.

Tell stories, not just facts.

Keep the audience in mind.

Remember to breathe.

Guest Tip #5

Post-Production

Do EVERYTHING you can
to make your HOST look, sound, feel AMAZING!

Promote your episode!

Tag the host or show (note to hosts, make this easy!)

Your Turn!

Interview your neighbor:

Research

(find out something interesting about them or what they like to do)

Prep (think of 3 ???)

Be in the moment (1 spontaneous ?)

Who? What? When? Where? Why? How?

Don't Pod-Fade!!!

TheCreative
Impostor



with *Andrea Klunder*

iTunes/Apple Podcasts
Google Play Music
Stitcher Radio
Spotify

PODCAST
ENVY

TheCreativeImpostor.com

Let me help you...



Get the notes...

Master the Interview PDF

thecreativeimpostor.com/PodBossInterviews

Want to work with me?

20min Tea Break (comp)

thecreativeimpostor.com/teafor20