

How to Be a Great Podcast Guest

BEFORE THE SHOW

- Listen to two full episodes
- Write down the typical audience member, and why they listen
- Read show reviews on Chartable or Listen Notes
- Note any common questions or "bits" the show uses
- Prepare at least 3 stories that you can unfurl
- Do any requested pre-work early and completely

Tune in to our shows:

Social Pros

CONEX

Talk Triggers Show

DURING THE SHOW

- Have the best possible audio set up
- Use the host(s) name
- Keep answers concise
- Don't ask for a do-over unless it's BAD
- Reference prior episodes, if relevant
- Have a CTA/offer, etc. for listeners

AFTER THE SHOW

- Send a thank you note to host (video is best)
- Promote the episode as much as possible, and tag host(s) in social
- Offer to connect host(s) to relevant future guests
- Gently ask host(s) for recommendations to related shows (wait 2 weeks for this)



**CONVINCE
& CONVERT**