



# PODCAST GUEST CHECKLIST

## BEFORE THE SHOW

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- COMPLETE AND DO ANY REQUESTED PRE-WORK EARLY
- UPDATE, & SUBMIT BIO/MEDIA KIT + CURRENT HEADSHOT
- LISTEN TO 2 FULL EPISODES OF PODCAST HOST
- IDENTIFY THE AUDIENCE MEMBER & WHY THEY LISTEN
- NOTE COMMON QUESTIONS OR "BITS" THE HOST USES
- PREPARE AT LEAST 3 RELATABLE STORIES
- PREPARE 3 TANGIBLE ACTIONS A LISTENER CAN IMPLEMENT



# PODCAST GUEST CHECKLIST

## DURING THE SHOW

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- BE CAMERA READY
- IF NOT RECORDING IN PERSON  
HAVE THE BEST AUDIO SET UP
- USE THE HOST(S) NAME
- KEEP ANSWERS CONCISE
- REFERENCE PRIOR EPISODES IF  
RELEVANT
- HAVE A CALL TO ACTION OR  
OFFER FOR LISTNENERS
- DON'T ASK FOR A DO-OVER  
UNLESS IT'S EXTREMELY BAD



# PODCAST GUEST CHECKLIST

## AFTER THE SHOW

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- CAPTURE AN IMAGE + VIDEO WITH THE HOST FOR MARKETING MATERIALS
- PROMOTE THE EPISODE ONLINE/SOCIAL + TAG HOST
- LISTEN AND EVALUATE WHEN PODCAST IS LIVE
- OFFER TO CONNECT HOST WITH OTHER GUESTS
- SEND A THANK YOU NOTE TO THE HOST
- GENTLY ASK THE HOST FOR OTHER SHOW APPEARANCE REFERRALS ( 2 WEEKS POST)