PODCAST GUEST CHECKLIST

BEFORE THE SHOW

- ☐ 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

AD

PODCAST GUEST CHECKLIST

DURING THE SHOW

- [ ] 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

- [ ] 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)