

Guest Checklist

Here are a few things to remember when conducting a guest interview for your podcast or webinar.

Things you'll need to collect from your guest or verify:

- Correct spelling of their name or how they want to be address
- How to pronounce of the guest's name
- Their email address
- Their phone number (in case something comes up last minute)
- Their web site URL
- A photo to be placed in their promo page
- A brief bio about their education, experience, et.
- The name & URL to any products or services they plan to discuss.
- The URL to their affiliate program so you can promote their products/services.

Before the Interview:

- Share goals and expectations of the podcast with your guest
- Let them know which products or services you will be promoting
- Ask them to share the live call details with their subscribers & invite them to join
- Remind interviewee of the date and time of the interview. Provide them with the link or phone # they need to access the system for the call.
- Provide the interviewee with a list of questions you plan to ask. This allows them to prepare ahead of time so they can give meaty, high-quality answers.

After the Interview:

- Sent a thank you email to your guest speaker
- Include the link to the recording and transcripts and ask them to share it with their followers.
- Send an email to your followers to tell them where they can access the recording and transcript
- Invite your affiliates to share the link with their followers.