



4 ROOKIE MISTAKES YOU MAKE AS A PODCAST GUEST (and what to do instead)

Rookie Mistake #1: Not Geeking Out on the Content

Not geeking out on the content and becoming a superfan can make you nervous going into the interview. You will feel less prepared and more uncertain of what you can say to truly serve this audience.

The Fix:

Subscribe to the podcast and devour as many recent interviews as you can. Take notes on any terms the interviewer uses to refer to his or her community, their work together, or themes he or she has discussed with past guests that you might reference in your interview.

This is a huge good-will builder in interviews.

Rookie Mistake #2: Clamming Up

Clamming up, letting nerves cloud your mind and stilt your speech, can destroy an interview. Clamming up can manifest in rambling, over-sharing, withdrawal and lack of personality. If you clam up on air, it be really hard to listen to.

The Fix:

Media training is the fix for this rookie mistake. To avoid clamming up, breathe. Those deep calming breaths -- in through your nose and out through your mouth -- have a physiological impact. They slow the heart rate and focus your mind. If you find yourself rambling, just stop. Pause and collect your thoughts. Come back with a "bridging" phrase like, "My point here is..." Which also signals to the audience that this is a moment to which they should pay attention. Center your mind and remind yourself you deserve to be there and that you know your stuff.



Rookie Mistake #3: Not Having a Freebie Ready

If you don't have a piece of content ready and available for interested listeners, you're missing a huge opportunity and possibly the entire point of doing an interview in the first place. This offers the audience immediate action to take a way to connect with you right away.

The Fix:

Depending on how valuable, targeted and high-profile the outlet and audience, you can either repurpose an existing piece of content or create something new. Create a new highly-personalized landing page but have it linked to an existing piece of content. Or, talk to your interviewer briefly, in advance, about what might be particularly valuable to his or her audience and develop a new highly-specialized, targeted piece of content.

Rookie Mistake #4: Not Promoting Your Interview

If you're not promoting your interview on your social media channels and on your website post-interview, you're missing secondary audiences that can benefit from your insight. If you don't add your interview to your ongoing social media posts, even months after, you're not taking advantage of the fact that content lives on the internet...forever.

The Fix:

Include your social media stats in your initial pitch, if they are impressive. Make a promise to promote, then follow through. When you promote your interview, after it's been posted, pull out your favorite tidbits and include them in your social media or newsletter as a teaser, then, of course, add a link so your audience can find the full interview.

I truly believe that we all have something important to share.

There are people out there who need us.

It's our RESPONSIBILITY to have the courage and skill to put ourselves out there so that the people who need us can find us.



PODCAST PITCH TEMPLATE

Dear [name] ,

My name is [name and link to website] _____. I am a _____ who does _____ with/for _____.

I'd like to offer an interview on: _____ [headline here] _____.

[Set up the story. Use the language you might imagine the interviewer using to intro you.]

We could talk about the following: [include possible talking points bulleted]

I have written on this topic __ [link here]__ and __[here]__. I've been interviewed/appeared __[here]__, and __[here]__.

[Insert any relevant details about yourself here that make you perfect to address this topic. Also include here any mention of previous interviews or guests you really connected with].

For more, here's a link to my site.

Please let me know if you would like to book this interview.

Best,