

Ultimate Podcast Interview Checklist



Preparing for a podcast interview can be both exciting and a bit daunting. Whether you're a seasoned guest or new to the podcasting world, having a solid plan can make all the difference. These checklists are designed to help you navigate the entire process smoothly, from the initial preparation to the follow-up after your interview. Below, you'll find comprehensive pre-interview and post-interview checklists to ensure you're fully prepared and making the most of every podcast appearance. By following these steps, you'll be able to present your best self, engage effectively with audiences, and maximize the impact of your interview.

When You Receive a Connection



☐ Respond to the Connection Thanking the Host:

- Share your excitement for being on their show!
- Schedule your episode or precall via the link provided or by providing your availability to the host



☐ Connect with the Host on Social Media:

- Make a post about your upcoming appearance on the show.
 - [Here is an example!](#)



☐ Make Sure the Podcast is on your Calendar:

- Sometimes hosts' scheduling links do not automatically send a meeting invite so it is always good to double check.
- If it was scheduled outside normal working hours, set a reminder on your phone for the morning or evening of, so you don't forget.

Before the Interview



☐ Research the Podcast:

- Listen to previous episodes to understand the podcast's style, tone, and audience.
 - Pro tip: many hosts will have a signature question that they ask all of their guests.
- Familiarize yourself with the host's interviewing approach.



☐ Clarify Expectations:

- Communicate with the podcast host to clarify the interview format, length, and topics to be covered.
- Ask about any technical requirements or logistics.



☐ Define Your Key Messages:

- Identify the key messages or takeaways you want to communicate during the interview.
- Prepare talking points to convey your expertise effectively.



☐ Gather Relevant Materials:

- Collect any supporting materials, statistics, or references you may need during the interview.
- Have them readily accessible for reference.



☐ Technical Setup:

- Test your microphone, headphones, and camera to ensure they work properly.
- Familiarize yourself with the recording software or platform that will be used.



☐ Outline:

- Create a rough outline of the main points you want to cover.
- Practice speaking naturally while staying on topic.

Day of the Interview



Dress Appropriately:

- Choose clothing that aligns with your personal brand.



Be in a Quiet, Professional Location:

- Stay away from any public settings like a cafe or anywhere that creates an echo when you speak.
- Make sure your background is not distracting, and professional.



Eliminate Distractions:

- 15 minutes before the interview, quit all applications (Chrome, WhatsApp, Slack, etc.) that do not need to be running during the show.
- Make sure you have water!



Technical Check:

- Conduct a final technical check to ensure your audio and video settings are optimal.
- Check your internet connection and ensure you have a backup plan in case of disruptions.



Arrive Early:

- Log in or connect to the podcast platform a few minutes before the scheduled time.
- Be punctual to respect the host's time.

Post-Interview Follow-Up



Thank-You Email:

- Send a thank-you email to the podcast host, expressing gratitude for the opportunity.
- Mention specific aspects of the interview you enjoyed.
- If you want to send them a special gift as a “thank you”, be sure to ask for their best contact info and address.



Share the Episode:

- Promote the podcast episode on your social media platforms and website.
- Encourage your audience to listen, like, share, and comment.



Engage with Listeners:

- Respond to comments, questions, and feedback from podcast listeners on social media.
- Show appreciation for their support and engagement.



Networking:

- Connect with the podcast host and other guests on professional networking platforms.
- Explore potential collaboration opportunities.



Create Short Form Content to Repurpose on Social Media:

- Join us for our monthly training on how to repurpose content which you can find on [this calendar](#).



Evaluate Performance:

- Reflect on your podcast experience.
- Consider what went well and areas for improvement to enhance future podcast appearances.