

PODCASTING CRANNY

How to Be a Guest on a Podcast

Usually, there are two ways that someone will be a guest on a podcast:

1. Someone is invited to be a guest on a podcast (usually by a podcast host)
2. Someone asks to be a guest on a podcast

The common occurrence in both is an ask. If the response is “yes” to either, here are some tips that may help you feel more prepared to be a guest.

Tips For Before Interview:

- **Listen to the podcast!** This will give you an idea of how the episode is typically formatted. This will also help you better prepare for your feature.
 - Listening tips:
 - It is recommended to listen to at least 3 episodes (most recent, most plays/listens, and one that most interests you).
 - For podcasts that have more than one host, listen to episodes that feature the hosts you will be interacting with for your guest spot.
- If you ask to be on a podcast, contact the podcast with a proactive strategy. You have something unique to offer, and after doing the research above, craft your email/message to include **who you are, what you do, and what you can bring to the listening audience.**
- **Be intentional!** Most podcasts have an established purpose, so be aware of that when preparing for your time as a guest. If you feel uncertain about the purpose or intention, ask! **Both the host and the guest should be on the same page about the purpose of the episode.**

Tips for Interview Day:

- Take a deep breath! Trust your podcast host. They truly love talking to people (that’s why they do this) so you are in good hands
- Don’t worry about “talking too much”. You are a guest on a podcast, and although it may feel weird, you are supposed to talk. Podcast hosts use a variety of interviewing skills, so listening to previous episodes beforehand is key. You’ll know what to expect. The audience wants to hear your story, your expertise, your experiences, and your voice. This is the time to shine!.

- **If you're recording remotely: Have the necessary equipment and set-up, and make sure it works!** Technical difficulties are a common occurrence in podcasting. However, these can be navigated and worked through if you have the appropriate tools needed. Your host should provide you with that information prior to the interview. If you are unsure what you will need or if what you have will work, ask!
- Feel free to write down thoughts, ideas, or topics that you want to cover, but remember to not read straight off of them. Use them as a guide. Listeners LOVE hearing when you get passionate about what you are talking about and reading from a paper doesn't allow you to do so.

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Need more help? You can always consult the authors directly for 1:1 tutorials, lessons, etc.