

# What else does a podcast interviewer need to do?



Making all  
the parts  
come together

## What else does a podcast interviewer need to do?

Well, there's a little bit more than just interviewing your featured guest. There are a few more parts that need to come together to create the kind of podcast programming that attracts lots of listeners.

Besides being the actual program host and interviewer, you also become –

- Producer
- Production Engineer
- Show Promoter
- Product Marketer

## The Producer Part

The producer part is about preparations leading up to the actual interview, which includes

- Finding and contacting potential guests
- Researching your potential guest's topic
- Conducting a pre-interview to determine if it's a fit

- for your podcast program
- Extending an invitation to your potential guest
- Reviewing program format and general questions
- Finalizing the agreement covering rights and usage between yourself and your guest

## **The Production Engineer Part**

The production engineer part is about recording and moving your interview out into the podcasting world, which includes

- Making sure all your equipment and connections are working
- Having a reliable means of recording between you and your guest
- Checking for good sound recording quality
- Having a secondary back-up means for recording
- Making sure your recording is saved and in a format for editing
- Editing out unnecessary sounds and dead air space
- Saving and hosting your recording in an audio format
- Uploading to podcast directories like iTunes or Stitcher

## **The Show Promoter Part**

The show promoter part is when you start letting the word know that you've got a great podcast for them to listen to, which includes

- Creating the copy for the overall promotion of your podcast program
- Creating the copy promoting this specific podcast
- Creating a version your guest can use to promote to followers
- Creating a version for others who cross promote for you
- Blitzing social media
- Emailing your podcast event to your website followers
- Posting within your blog your upcoming podcast event

- Doing Facebook promotion ads
- Sending out a press release

### **And, most important is ...**

- Before you end your podcast, invite your listeners to return to hear your next featured guest [name] and that you will be talking about [subject].

## **The Product Marketer Part**

The product marketer part is when you focus on marketing your podcast to generate income, which includes

- Finding program sponsors
- Promoting your own products and/or services
- Joint-venturing to promote products/services of your featured guest
- Repurposing podcast content into other profitable formats e.g. e-book

Now all of these things may seem overwhelming and time consuming at first, but I recommend doing them yourself to start before turning them over to outsourcing.

This allows you to have control over your podcast programming until you find competent people you can trust. It also means that if anyone gets sick or leaves you in a lurch, you can step back in and your podcast programming will be seamless.

Are you ready? Let the podcasting begin.