**How to be the best podcast guest**

**What guest should say**

1. **Opening Strong**

Start with enthusiasm and gratitude. Thank the host for having you on the show and express your excitement to be there. This sets a positive tone right from the beginning.

1. **Introduce Yourself Concisely**

Provide a brief, engaging introduction that highlights your expertise and relevance to the topic. Focus on what the audience will find most interesting or valuable about you.

1. **Share Valuable Insights**

Offer unique perspectives, actionable tips, or insider knowledge that the audience can't easily find elsewhere. This is your chance to showcase your expertise and provide real value to listeners.

1. **Tell Compelling Stories**

Use anecdotes and real-life examples to illustrate your points. Stories are memorable and help listeners connect with you on a personal level.

1. **Engage with the Host**

Respond thoughtfully to the host's questions and build on their points. This creates a dynamic conversation rather than a one-sided monologue.

**What Guests Should Avoid**

1. **Avoid Rambling**

Stay focused and concise in your responses. Long-winded answers can lose the audience's attention.

1. **Don't Over-Promote**

While it's okay to mention your work or products, avoid turning the interview into a sales pitch. Focus on providing value first.

1. **Steer Clear of Controversial Topics**

Unless it's directly relevant to the podcast's theme, avoid divisive subjects like politics or religion that could alienate listeners.

1. **Don't Use Jargon or Technical Language**

Keep your language accessible to a general audience. If you must use industry-specific terms, explain them clearly.

**Structure and Outline**

1. **Introduction:** Brief personal background and relevance to the topic
	1. Start with Your Current Role: Clearly state your title and what you do.
	2. Share Relevant Experience: Briefly mention your background and duration.
	3. Highlight a Personal Touch: Include a relatable story that connects you to the audience.
	4. State Your Passion: Explain why you're excited about your work or the podcast topic.
	5. Mention Your Unique Perspective: Briefly explain what sets you apart in your field.
	6. Connect to the Podcast Theme: Relate your expertise to the show's topic or audience.
	7. Keep It Concise: Aim for a 30-60 second introduction to maintain listener interest.
	8. Use a Friendly Tone: Sound approachable and enthusiastic to engage listeners.
	9. End with a Hook: Tease what valuable insights listeners can expect from you during the episode.

2. **Main Discussion Points**: 3-5 key areas of expertise or insights

3. **Stories and Examples**: Illustrate points with real-world anecdotes

1. The Origin Story: Connect with the audience.
2. The Failure-to-Success Story: Humanize yourself and provide valuable lessons.
3. The "Aha" Moment Story: Share insights that changed your perspective.
4. The Client/Customer Success Story: Showcase expertise through real-world results.
5. The Personal Growth Story: Illustrate personal development's impact on your career.

4. **Actionable Takeaways**: Provide practical advice listeners can implement

* 1. Summarize Key Points: Recap main takeaways at the end for reinforcement.
	2. Provide Resources: Mention tools, websites, or books; include links in show notes.
	3. Encourage Action: Prompt listeners to take specific actions based on what they've learned.

5. **Wrap-Up:** Summarize key points and express gratitude

**Call to Action/End the call**

For the guest's call to action, keep it simple and aligned with the podcast's style. Here's a suggested structure:

1. **Express Gratitude:** Thank the host and audience

2. **Offer Value**: Mention a free resource or content piece relevant to the discussion

3. **Provide Clear Instructions:** Tell listeners exactly how to access the resource or connect with you

4. **Keep it Brief:** Aim for 30 seconds or less

Enjoy the process!