



Interview Guidelines for Podcast Guests

1. Pre-Interview Preparation

- **Know the Audience:** Our listeners are bold, purpose-driven women seeking inspiration and actionable insights. Aim to share stories, lessons, and tips that resonate with their journey.
- **Episode Focus:** We encourage guests to bring personal experiences, practical advice, and specific examples. Let us know in advance if there are any key points or messages you'd like to emphasize.
- **Research Past Episodes:** If possible, listen to a few episodes to familiarize yourself with our format, tone, and style.

2. Technical Setup

- **Audio Quality:** Please use a high-quality microphone if available. This greatly enhances the listening experience.
- **Video Quality:** For video recordings, ensure that you're in a well-lit, quiet environment with minimal background noise.
- **Internet Connection:** A strong internet connection is essential. If possible, connect via Ethernet for stability.

3. Interview Environment

- **Background & Lighting:** Choose a simple background that minimizes distractions. For lighting, position yourself in a space with natural or front-facing light for optimal video quality.
- **Minimize Interruptions:** Silence notifications on your devices and let others around you know that you'll be recording. Set aside the time to focus fully on the conversation.

4. Content Guidelines

- **Authenticity & Vulnerability:** Our audience values real and relatable stories. Don't be afraid to share challenges, personal insights, and turning points.
- **Stay Focused:** Aim to keep answers concise and on-topic. We may gently steer the conversation to ensure it stays within the episode's scope.
- **Promoting Your Work:** We welcome guests to share resources or services, but please focus primarily on delivering value to our listeners. We'll set aside a segment toward the end for you to talk about your current projects or offerings.

5. Post-Interview Engagement

- **Promote the Episode:** We'll provide you with graphics and links to share with your network. We encourage you to promote the episode to increase its reach and impact.
- **Engage with Listeners:** Be prepared to interact with listeners who may reach out to you on social media. This helps build connection and credibility with our audience.

6. Release and Editing

- **Editing:** We reserve the right to edit the episode for flow, clarity, and time constraints. If there are any sensitive topics or edits you'd like us to consider, please let us know immediately after recording.
- **Release Date:** We'll notify you of the planned release date and provide assets for promotion about a week in advance.