



Be a Fabulous  
Podcast Guest  
(and get invited back!)

Jeannette Seibly



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# Chapter 1

## Introduction

Podcasts are the fastest growing way to get the word out about what you do. It provides a platform to stand up and speak up. If done right, it's a great way to market yourself and get noticed!

If you're a consultant, sales rep, professional speaker or trainer, you may not have time to create your own weekly podcast. Being a guest on podcasts is a great alternative.

Being invited to be a guest on a podcast is a great opportunity. If you are prepared and do well, you will be invited back. Or, a different host for a different podcast will hear you and invite you to be interviewed on their show.

However, to be invited back (or on another show with a different host), you need to be prepared and understand the basics.

This workbook, *Be a Fabulous Podcast Guest (and be invited back!)*, is designed for you to be the type of guest that leaves a positive impression and is invited back.

During the past 30 years, I've been a guest on many TV, radio, and podcast shows. Also, I've been a keynote and workshop speaker for 100s of events. Many times, I have been invited back.

Also, as a program chair for many successful events, I've seen what worked and what didn't work with guest speakers. I now host my own podcast, *On the Air with Jeannette Seibly: It's Your Time*

*for Success!* And, I am reminded about why some podcast guests are invited back while others are not!

In this workbook, *Be a Fabulous Podcast Guest (and be invited back!)*, I am sharing tips and the #1 secret on how to prepare as a podcast guest.

**These tips are based on my experiences and my commitment that you are a successful podcast guest!**

Do the work and enjoy the results!

If you have any questions, please contact me.

[JLSeibly@SeibCo.com](mailto:JLSeibly@SeibCo.com) OR, 303-917-2993 if urgent.

## Chapter 2

### Develop Your Focus

It's important that you are clear about who you are and what you have to offer. It requires focus. Focus makes it easier for podcast hosts to know if you are a good fit for their show. Also, it makes it easier for you to prepare for an interview as a guest and wow their audience.

What's your Passion, Purpose and Goal?

An easy way to determine your focus is to write\* down the following:

Passion: a strong emotion; it's something that you must do often

Purpose: the reason "why" you do it

Goal: the object of your ambition or effort; an aim or desired result

\*Studies have shown writing engages your brain differently and can help uncover new ideas faster.



Tip: Keep them short and on point. Stay away from "fluffy words" (e.g., professional, integrity, team player, etc.). Why? Everyone uses these words and it gets in the way of others' hearing your unique value.

For example:

- Is your **passion** healthy eating?
- Is your **purpose** helping others lose weight?
- Is your **goal** to become a fitness guru?

## My Example:

MY PASSION: GUIDING LEADERS IN BUSINESS TO SUCCEED.

MY PURPOSE: PROVIDE INSIGHTS TO GET LEADERS UNSTUCK DUE TO SITUATIONS, TEAMS, PROJECTS, AND CAREER FOCUS.

GOAL: GUIDING LEADERS TO EXCEL AND CREATE 6-FIGURE INCOMES.



## CREATE YOUR PASSION, PURPOSE, & GOAL

Purpose:

Passion:

Goal:

## TOPICS

Now, determine your topics.

Possible topics from first example:

- Fitness Over 50
- Healthy Eating
- Teenage Eating Habits

Possible topics from my personal example:

- Get unstuck
- Create intended results
- Coach teams

On the next page is a Brainstorming Map for Podcast Topics.

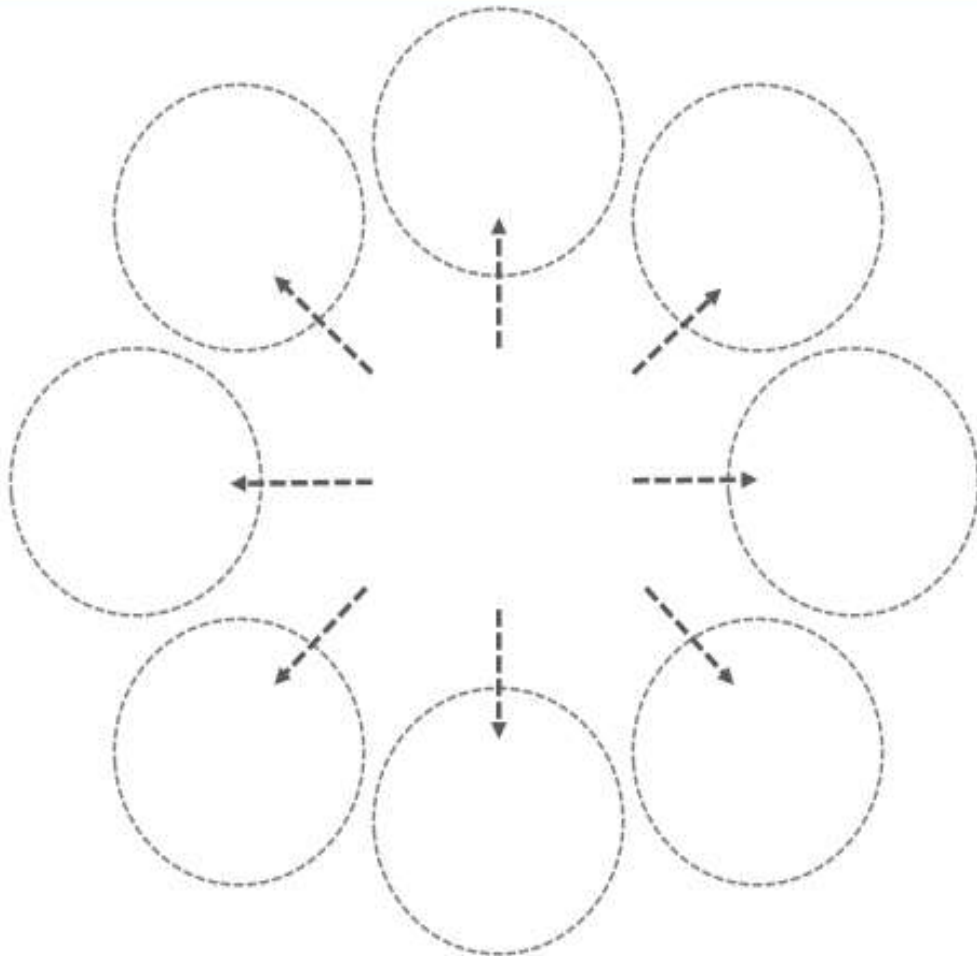
In Chapter 3, you can select two topics to focus on to get started.

## BRAINSTORMING MAP FOR PODCAST TOPICS

This is a great way to develop ideas for podcast topics.

**START IN THE CENTER:** What's a focus from your Passion, Purpose & Goal?

**NEXT:** In the other circles write topic ideas. Feel free to add more circles!



### **My Example:**

Center Circle: Get Leaders Unstuck

Outer Circles: Bragging for Job Seekers, Selling Yourself, Remote Team Management, etc.

**“The key to success as a podcast guest is focus!”**  
**Jeannette Seibly**



## Chapter 3 What Should You Talk About?

List 2 primary topics and possible titles.

Make sure they fit your passion, purpose, and goal, and that you have experience in each topic.

If you attempt to talk about something with little or no experience, you will not be invited back.

# 2 Topics

1

2



## Chapter 4

### Create Pitch to Podcast Hosts

Now that you've focused by clarifying your passion, purpose and goals, and at least one topic you can talk about, it's time to simplify.

Write a twenty-word or less introduction to use when pitching to podcasters. You can also use it when introducing yourself on the air.

The key is to use numbers to showcase your experience. It's important to stay out of the details since they will lose the audience. Remember, your focus as a podcast guest is to entertain and inform, not train on how-to-do-it.

#### Why Use Numbers?

- Numbers grab the audience's attention...it's bragging!
- Information without numbers or using metrics can be boring when pitching or talking on a show.

**Get started:**

---

*I AM...*

---

---

---

---

**Great start! Now, rewrite and remember the audience:**

- Brevity is important since many people, including podcast hosts, have a short attention span.
- Keep it 20 words or less and eliminate meaningless words like professional, team player, trust-worthy, etc.

---

*I AM...*

---

---

---

---

## Supporting Statements

Add 2 or 3 points to support your I AM ... statement. Don't forget to include metrics (aka numbers) when showcasing your results.

### My Example:

EXAMPLE: IF I WAS PITCHING TO TALK ABOUT HOW TO BRAG FOR JOB SEEKERS.

“I AM AN AWARD-WINNING SPEAKER AND HAVE HELPED 1,000’S OF JOB SEEKERS LEARN HOW TO BRAG AND MAKE MORE MONEY.”

1. DURING THE PAST 3 DECADES, I’VE HELPED 1,000’S OF JOB SEEKERS GET REAL ABOUT THE JOB SEARCH PROCESS.
2. I’VE BEEN RATED AS A #1 SPEAKER AT VARIOUS JOB SEEKER EVENTS.
3. I’VE HAD 2 PEOPLE LEARN HOW TO BRAG AFTER BEING UNEMPLOYED FOR 18 MONTHS; BOTH RECEIVED JOB OFFERS WITHIN 2 WEEKS.

I AM ...

Three supporting statements ...

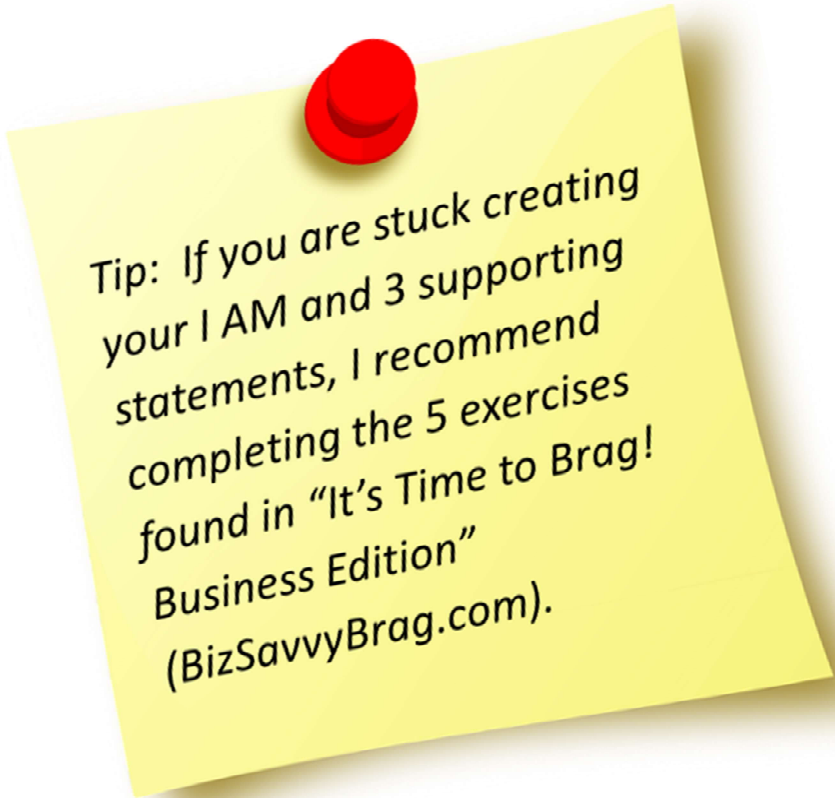
1

2

3

**“Inspiring success requires acknowledging your own success.”  
Jeannette Seibly**





Tip: If you are stuck creating your I AM and 3 supporting statements, I recommend completing the 5 exercises found in "It's Time to Brag! Business Edition" ([BizSavvyBrag.com](http://BizSavvyBrag.com)).

## NOTE:

Before proceeding ... focus and clarity are important.

*If you can't sell yourself, you won't be invited as a guest.*

The best way to achieve clarity is by writing your responses.

Simply reading this Chapter and not doing the work will hurt your ability to sell yourself. This is a critical step in being invited to be a podcast guest.



## Chapter 5

### The Secret to Success!

Before you pitch, here's the SECRET to being invited as a podcast guest and being invited back! Remember, it's your attitude or mindset that will determine the outcome.

#### #1 Secret: Your host is a VIP

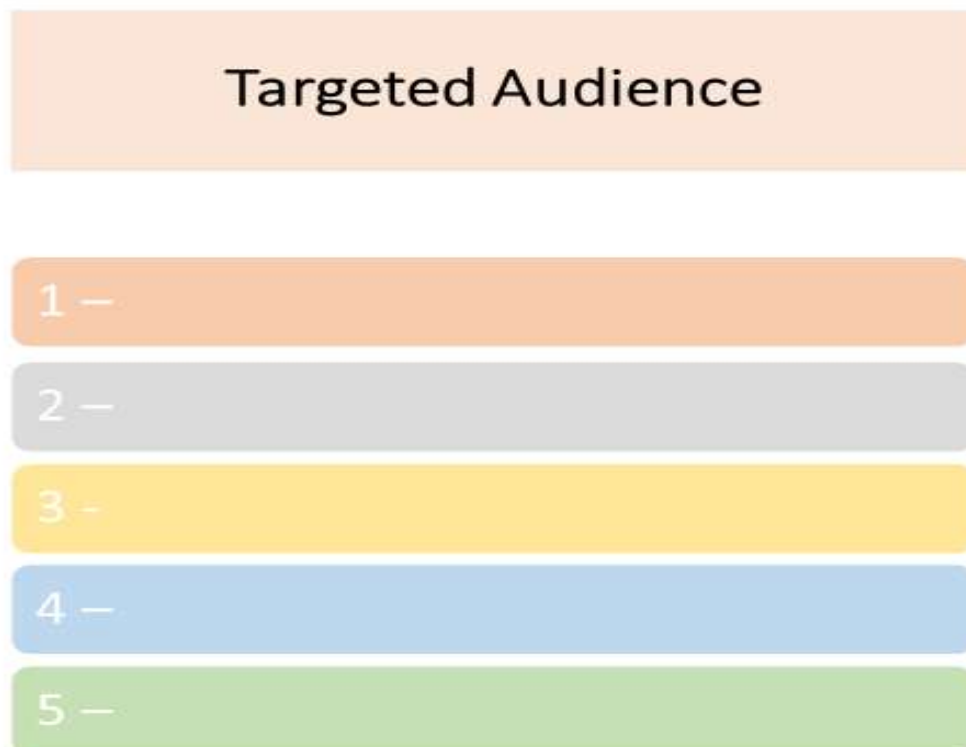
- Treat them like they are a “Very Important Person”
- The host is your customer!
- Leave your ego behind
- Support who they are and the purpose of their podcast
- Focus on making a positive difference with their audience
- Be flexible, especially if time or date changes
- Complete all requests ASAP (within 24 to 48 hours)
- Repost the podcast interview on your Social Media platforms

## CHAPTER 6

### Target Selected Podcasts for “Your” Audience

When I speak about bragging, I focus on speaking to businesswomen, sales/marketing groups, and job seekers. Yes, many others call ... however, it starts with a targeted focus to get started.

**Who is your audience? No, it isn't everyone!**



**Where do you start? Start in your zip code or city where you live!  
Then, as you gain experience, expand.**

- Use Google to research podcasts.
- Go to their websites.

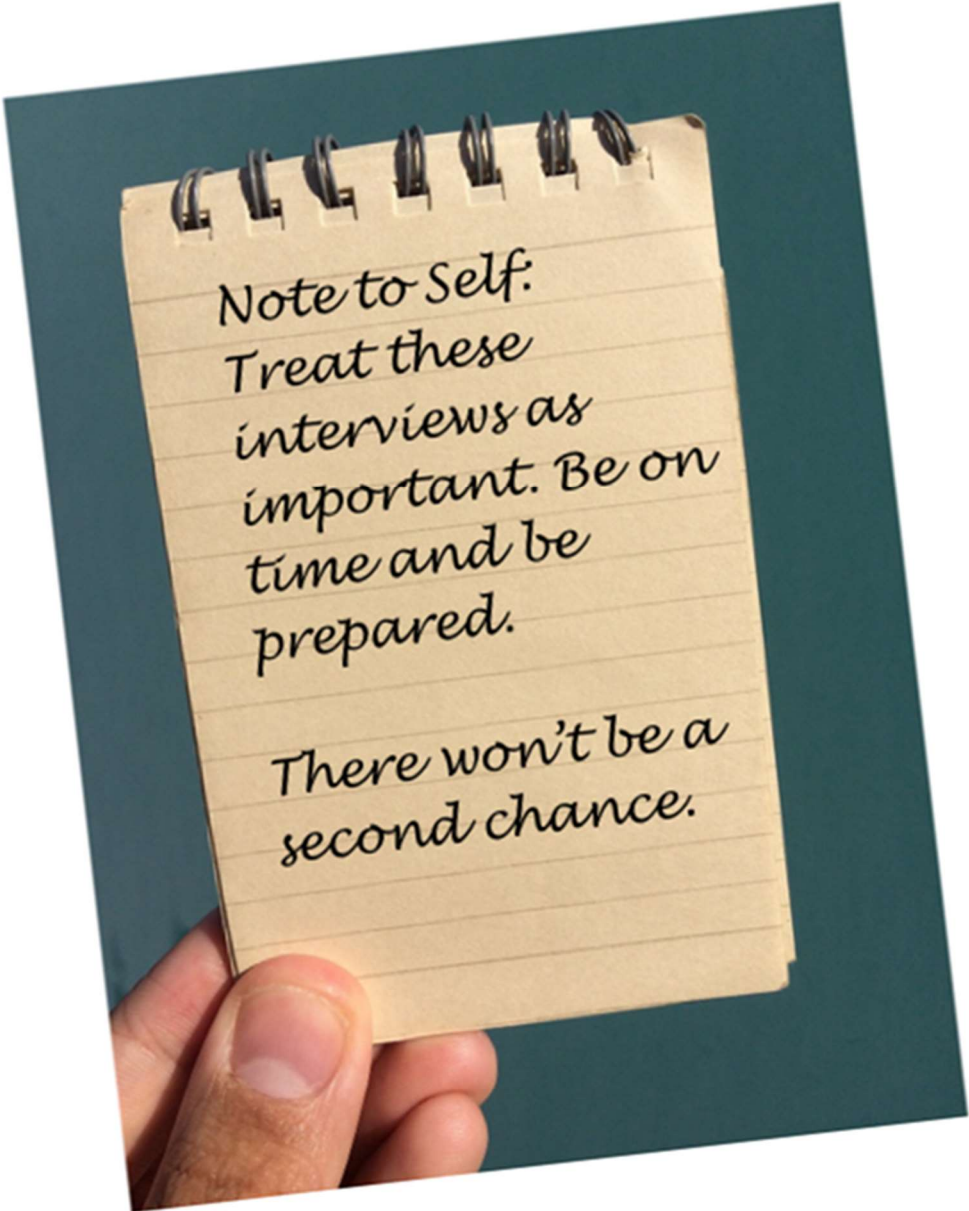
Often, they will talk about their podcast and its purpose.

Most will provide an online form for you to complete if you wish to be considered as a guest. It's important to use your brags without sounding like a braggart! This gets the host's attention.

99% will have a conversation with you via phone or video conferencing before agreeing to have you as a guest.

Never wing this one-time opportunity.

Come to the meeting prepared!

A hand is holding a spiral-bound notepad with a dark green cover. The notepad is open to a page of lined paper. The text is written in a cursive, handwritten style. The text reads: "Note to Self: Treat these interviews as important. Be on time and be prepared." followed by "There won't be a second chance." on the next line.

Note to Self:  
Treat these  
interviews as  
important. Be on  
time and be  
prepared.

There won't be a  
second chance.

**Opportunities  
to get started**

1 -

2 -

3 -

4 -

5 -

## Chapter 7 Scheduling & Flexibility

If possible, schedule during the best time of day for you.

Schedule in your planner and allow extra time before and after the scheduled time for your interview.

Be flexible (remember they are the customer). There will be changes, some at the last minute.

Some podcasts are pre-recorded, and you may be able to schedule during the best time of day for you. Some are on the air in real time!

Either way, be flexible and prepared. Don't wing it!





**TIP: Schedule preparation time for this podcast interview!**

*Too often guests talk about wanting to wing it. But while on the air, they forget or overlook important points. Talk too long about a point. Go off into the weeds and lose the attention of the audience and podcast host. They are not invited back.*

## Chapter 8

### Video and Audio Recordings

Podcasts today are recorded, some in real-time and others are pre-recorded. Some are aired with video, while others are audio only.

#### Dress for Success

It's important to dress up and show up whether or not it is a video podcast. Why? It impacts your mindset, which comes across in the tone and quality of your voice!

#### Video Tips

- Don't wear bold colors or patterns.
- Wear pants.
- Check your teeth to ensure nothing is stuck there.
- Women, put on lipstick.
- Remove wall art and other detractors such as a messy desk or bookcase.
- Don't squirm in your chair.
- Keep your hands free and don't attempt to multi-task.
- Lighting. If you plan to be a frequent podcast guest, buy a "ring light." Google for options to eliminate shadowing and poor lighting.
- Use alliterations to exercise your voice before the interview (for example: Peter Piper Picked a Peck of Pickled Peppers) -- Google "Alliterations" for other ideas.



**TIP:** Wear the same color of clothing or simple jewelry that is the same color of your eyes. This will make you seem more credible.

## Audio-Only Tips

Remember, you only have your voice...so it's important you sound confident and engaging.

### Tips:

- Use alliterations to exercise your voice before the interview (for example: Peter Piper Picked a Peck of Pickled Peppers) -- Google "Alliterations" for other ideas.
- Sit up straight in your seat during the interview without leaning back.
- Sit still.
- Speak directly into the mic.
- Don't multi-task or allow for distractions.

## Technology and Physical Location Determine Your Success

- Set up an area in your office (home or business) and ensure it's in a quiet area. No pets, kids, or other distractions or interruptions. If your dog does start barking, do NOT yell at it. Instead, say "Oops! Amazon Prime delivery is here and the dog is letting me know." Then, refocus ASAP.
- Be sure you have a head set with mic so that it is easier for others to hear you speak. It will also block most unwanted noises.
- Look directly into the laptop/computer camera.
- Don't lean back in your chair and remember to relax (yes, you can do both at the same time).
- Don't play online games and be aware of nervous habits (e.g., clicking pens or tapping fingers).

# Preparation Checklist

Steps	✓
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“Success is a mindset that must be reset each day.”  
Jeannette Seibly



## Chapter 9

### Create Interesting Conversation Points and Stories

One of the secrets to being a fabulous guest and being invited back is being prepared with interesting conversations points and stories.

People love good stories and will remember them for a long time.

#### First, Outline Your Conversation Points

Most podcast hosts will request at least three conversation points in a question format. They also would like to have your responses to these questions. Keep both questions and responses brief. You can expand during the interview. The point is to get both of you on the same page ASAP.

Remember, the questions are to help the podcast host move the interview along. They are not the expert that you are on the topic (in most cases).

Do NOT plan to sell your products or services on the air. You will be given an opportunity to share your book title and URL. If you attempt to sell on air, without the host's permission, you will not be invited back.

Keep the conversation points simple.

# My Example:

**TITLE:** Brag to Win the Job Offer!

**Purpose:** *If you can't sell yourself, you can't win the job offer, promotion, or pay increase.*

## Conversation Points

1. How do you put together Brag statements?
2. How do you use them during interviews?
3. Why is it important to follow-up and send a "Thank You" to the recruiter?
4. Can you use brags to negotiate better job offers, promotions and pay increases?



# Conversation Points

Title:

Purpose:

1 -

2 -

3 -

4 -

5 -

## Second, create 2 or 3 short stories to support your points

- Start with the point of the story first
- Keep it short and on point ... no details. Aim for about 1 minute. People have short attention spans and details can be boring.
- Tell the story from your POV (don't share other people's stories).
- Stay away from conceptual stories; allow it to touch others' hearts.
- Be sure each story is on point with the topic.
- You may include a story at the end of the interview, when invited by the host to do so, to sell a product or service.
- Maintain confidentiality. (For example: Mary is not her real name.)
- Share it ... DO NOT read it!
- Practice in front of the mirror until the person looking back at you gets it.



## For Example:

**Point:** Bragging is required to become reemployed

**Purpose:** Bragging works

**Keypoints:**

Several years ago ...

Woman had been unemployed for 18 months ...

Learned the 5 easy steps for selling herself ...

Re-employed 2 weeks later.

# Story #1

**Point:**

**Purpose:**

**Keypoints:**

## Story #2

**Point:**

**Purpose:**

**Keypoints:**

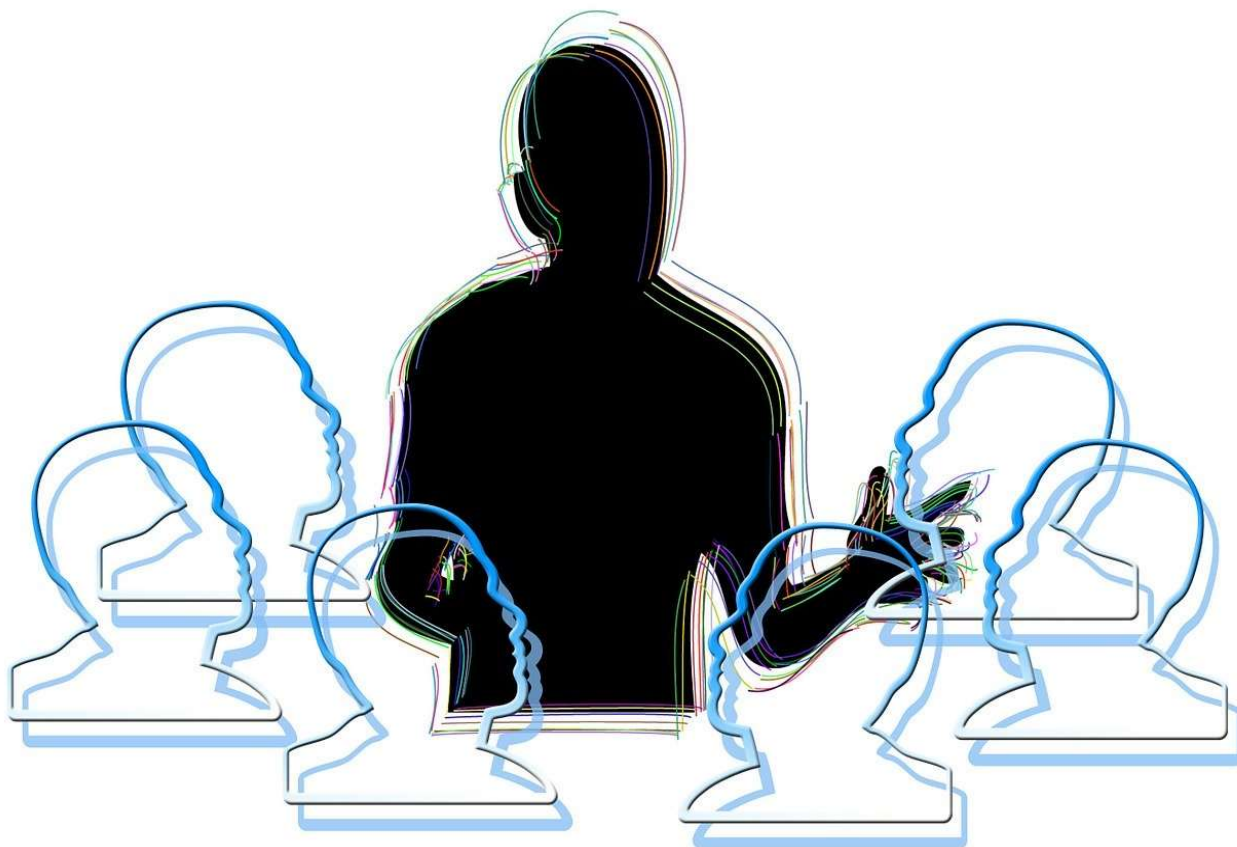
# Story #3

**Point:**

**Purpose:**

**Keypoints:**

**“The art to telling great stories starts with the point of the story.”  
Jeannette Seibly**



## Chapter 10

### How to Practice to be a Great Podcast Guest

Every successful podcast guest knows that in order to be fabulous, they must practice. The right practices make a positive impression on the audience!

- Use the conversation points and create an outline and include your stories.
- Record during practices and pay attention to the number of ahh's and hmm's. These can be annoying to the audience.
- Share your outline with someone you trust to ensure you're focused and sharing critical points.
- Respect your audience by your choice of words (e.g., stay away from certain words that can be offensive to others).
- Read through the outline twice in front of the mirror.
- Now, it's time to have fun and become comfortable with the information. For the next five times you practice in front of the mirror, get rid of the outline. Share the information in a way that is funny, serious, irreverent, talk strangely, etc. Why? This practice gets you out of your head and focused on your audience!
- During the actual on the air interview you will be yourself. This type of practicing helps you develop ease and confidence.
- Review your book if you plan on talking about different points contained in it. Remember, it's not the time to sell the book. It's time to entice people with conversation points and stories which encourage them to buy and read it!

## Practice Checklist

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# Chapter 11

## Write Out a Cheat Sheet

For each interview, write out a cheat sheet as reminders for the basic points. Yes, you will be surprised that your mind may go blank at the wrong time!

- 2 to 5 key conversation points as reminders (do NOT write a script)
- Point and outline for each story (do NOT write a script)
- Your email address, phone number, and title of your book
- Host's name and the name of the show
- The title of your interview



## Chapter 12

### You're on The Air!

Whoohoo! Remember, if you've done the prep work, you're ready!

- ✓ Practice alliterations to exercise your voice before the interview and review outline (Google “alliterations” for examples).
- ✓ Arrive early (the host will let you know the time).
- ✓ Ensure your technology (computer, headset, mic, and lighting) is working (at least an hour ahead of time).
- ✓ Be patient (there may be other guests ahead of you).
- ✓ If the previous time slot runs over, **be gracious** and shorten your thoughts and stories to accommodate your shortened time slot.
- ✓ Pay attention to commercial breaks and ending times.
- ✓ Don't talk over the host.
- ✓ Keep your responses on point and be responsible for not talking too long.
- ✓ Listen! Listen! Listen!
- ✓ Remember, to say “thank you” when the show is ending
- ✓ Don't read a script!
- ✓ When prompted by the host, share the name of your company and/or book and the URL where listeners can learn more about you.



## Chapter 13

### It's Time to Receive Feedback (No! Not give it!)

Too often, we believe our insights (aka opinions about others) are very important.

Unless you've done a lot of podcasts and are considered an expert, your feedback will fall on deaf ears! Offering unsolicited advice is a great way to NOT get invited back.

Even if you are an expert, wait for the host to ask you for feedback before offering one (yes, only one) suggestion.



#### Use a Sandwich Approach for Giving Feedback (if asked to do so)

- I liked XXXX.
- One suggestion based on my experience is XXXX.
- I really liked XXXX.

## How to Receive Feedback

Schedule a time to debrief with host. Set up a quick call to ask what worked and what didn't work. This is a great opportunity to listen and learn. It's also a great way to be invited back or invited on another podcast with a different host.

When receiving feedback, "be coachable."

What does "be coachable" mean?


It means listen to what the person says and ask for any clarification without sounding upset or frustrated. Do NOT debate or come with excuses as to why you did what you did or said what you said.

Then, thank them.

## How-To-Do-It

- Start by thanking them for their time and the opportunity to be on their show.
- Share the sites you've posted the interview on.
- Ask for feedback so you can be a great guest.
- Ask for 1 or 2 things that worked.
- Ask for 1 or 2 things that didn't work.
- Again, thank them.
- Ask who they would recommend you talk with next (e.g., another podcast host).

If you follow this outline, chances are very good you will be invited back or recommended to other podcast hosts!



**Notes to Self: This is the best time for introspection. Don't wait and hope you'll remember to do it later. You'll miss or overlook important insights.**

Remember, practice and more practice will develop mastery. If you wish to be a guest again, you need to keep improving.

# Review

<p>What Worked?</p> <hr/> <hr/> <hr/> <hr/>	<p>What Didn't Work?</p> <hr/> <hr/> <hr/> <hr/>
<p>What did I learn?</p> <hr/> <hr/> <hr/> <hr/>	<p>What is 1 skill to improve?</p> <hr/> <hr/> <hr/> <hr/>
<p>What will I do to improve the skill?</p> <hr/> <hr/> <hr/> <hr/>	<p>Other insights?</p> <hr/> <hr/> <hr/> <hr/>

## Chapter 14

### Now, Time to Repeat the Process!

Now! It's the best time to connect with other podcast hosts is right after your last show.

Don't wait!

Do. It. Now.

Don't forget to share your brags when pitching!

Who's next?

Opportunities

1 -

2 -

3 -


4 -

5 -

## Last Chapter You're Not Done Yet!

Being a great guest means getting the word out! As a podcast host, I've conducted great podcasts and some of the guests didn't follow-up and follow-through as promised. It was reflected in the number of listeners.

Remember, the number of downloads or people listening makes a huge difference to every podcast host. Plan on spending about 15 minutes for a couple of days to post (and re-post) the interview on your social media platforms.



**TIP:** You may wish to send the link in a special email to your business associates, clients, and friends too! Let them know they can share it with their business associates and friends too.

## Post the Interview!

Even, if you're not sure you liked the interview OR you are self-conscious about your voice OR you believed you could have done better .... **Get. Over. It! POST!**

It's been recorded and is being aired. Be part of the team that gets the word out! It's how you get invited back or on another podcast!

## Remember Your Manners!

- Send thank you note.
- POST the URL for the podcast on your social media platforms.
- Connect with the host on his/her social media sites. Share positive feedback and/or insights about the interview and the host.
- Share short positive posts about the interview on your own social media sites.

## List Social Media Posts with Dates

Social Media	✓
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## About Jeannette Seibly



Jeannette Seibly is an international award-winning executive coach and keynote speaker. For more than 27 years, she has been an *expert in guiding leaders to excel in business and beyond.*

Contact Jeannette at [JLSeibly@gmail.com](mailto:JLSeibly@gmail.com) or visit her website at [SeibCo.com](http://SeibCo.com)

Don't forget to listen to her podcasts:

*On the Air with Jeannette Seibly: It's Your Time for Success* on

Anchor.FM (<https://anchor.fm/jeannette-seibly>)

OR

YouTube.com (<https://tinyurl.com/YouTube-JeannetteSeibly>).



## NOTES

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