

Podcast Guest Preparation Checklist

Print off this checklist and tick off each step as you go through the [‘Essential Steps to Perfect Your Podcast Guest Preparation’](#) guide on our Talk About Digital Podcast website.

Understanding the Podcast Host’s Objectives

- Research the host’s background and expertise
- Understand the host’s goals for the podcast
- Align your message with the host’s objectives

Familiarising Yourself with the Podcast Format

- Listen to previous episodes to understand the structure
- Identify the typical flow of conversations
- Note the length and style of each episode

Clarifying Your Own Objectives

- Define your goals for the appearance
- Identify key takeaways you want the audience to remember

Crafting and Refining Your Message

- Develop core talking points aligned with your goals
- Tailor your message to the podcast's audience
- Ensure to give the audience an actionable golden takeaway

Preparing Engaging Stories and Examples

- Select relevant stories that illustrate your points
- Practise telling these stories in an engaging manner

Anticipating Questions

- Prepare for common questions related to your topic
- Develop responses to potentially challenging questions

Organising Your Talking Points

- Create a brief outline of your key points
- Memorise essential points while staying flexible

Technical Preparation

- Test your audio equipment and internet connection
- Ensure a quiet and distraction-free environment
- Have a backup plan for potential technical issues

Practising Your Delivery

- Rehearse out loud to refine your delivery
- Record a practice session to identify areas for improvement

Preparing Your Promotional Materials

- Finalise a short bio to share with the host
- Prepare any additional materials the host may need

Confirming the Details

- Double-check the interview time and format
- Review any specific instructions or guidelines from the host

Mental and Physical Preparation

- Take time to relax and focus before the interview
- Have water nearby and ensure you're comfortable

Reviewing Your Strategy

- Go over your goals and key points one last time



- Visualise the interview flow and your ideal outcome

By using this checklist and following the related guide on the TAD website you will simply understand how to prepare fully for your podcast guest appearance in order to ensure that everything runs smoothly and you are prepared for whatever is asked of you, ensuring the audience are blown away, the host is buzzing, and you get what you need out of appearing on the podcast.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.