



The
Conversation
Store

PRE-INTERVIEW:

What to Do and What Not to Do

Your guide to warming up your guest before
your episode date.

● LIVE



What this guide will cover and outcomes

● Pre-Interview Preparations

- Importance of pre-interview interactions
- Building a strong relationship with your guests from the start

● Identifying and Addressing Pain Points

- Common challenges faced during recording
- Solutions and strategies to overcome these issues

● The art of micro commitments

- What to check with your guests pre-interview for a smoother interview and post-interview process

● The Interview Prep

- Effective warm-up techniques with your guest to ensure a successful episode

● Digging for Gold

- How to use the information gathered to create impactful solutions

● Contact Information for Further Assistance

- Ways to reach out for more help

Goals and Outcomes

By the end of this guide, you will be able to:

- Understand the importance of pre-interview interactions and how to build a strong relationship with your guests from the beginning.
- Implement effective pre-interview techniques to ensure a smooth and engaging experience for both you and your guests.
- How to use the information shared in the interview to create the right solutions and build strong relationships to last.



Common issues we hear from new hosts

PROBLEM 1

“I’m not sure if I know my guest well enough before the episode.”

PROBLEM 3

“There’s always some awkwardness in my episodes that I would like to avoid happening.”

PROBLEM 2

“I’ve had a problem of guest no-shows in the past.”

PROBLEM 4

“I get stuck in how to approach introducing my services at the end of the episode without it sounding too sales-like.”

Step-by-Step Guide to Prepping Your Interview

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1

Micro commitments for You and Your Guest

Email:

- Double check you are available for your podcast time slot
- Ensure your guest confirms the calendar invitation. If they have not accepted, send an email to them to check they are available still and to confirm when it is possible. This is crucial as the last thing you want is a no-show!

Phone:

- Give them a call and set up your pre-interview call and let them know that this is just so you can get to know each other before the episode recording, as well as iron out any questions they might have - building on know, like and trust will be an important part of your hosting journey!

- Also, take this opportunity to learn a bit more about their business and current things they have going on, as well as can get a flavour of what potential gaps they have (see our course about identifying gaps for more info!)

Follow Up:

- Ensure that you always confirm receipt from their end so that there isn't any miscommunication along the way. We want your guest to need to search for answers like on a wild goose chase, as this can cause disengagement if they feel like anything is overcomplicated or confusing which will lead to more likelihood of them pulling out of their episode slot. So, just make sure all communication and/or links sent to them are clear to understand and find.



2

The Interview Prep

- **Get To Know Them** - Spend the first 10-minutes discussing family, holiday plans, or exciting events coming up. This is also a great time to introduce yourself, your history, and things you enjoy in your free time. Creating familiarity is key to lead to a more seamless and less nerve-racking episode.
- **No Sales Talk** - This time should not be spent talking about your business i.e. service and offerings, as it will make your effort to get to know them sound disingenuous and too sales-oriented, which tends to make a lead go cold after the episode is done. Of course, you can mention any related industry experience to your guest to build rapport, but this is very different from showcasing your product or services.
- **Podcast Process Clarifications** - Confirm the process of the interview before you start recording:
 - Let them know you'll hit record, welcome them to the show and that will be the indicator the episode has started. Then, as the episode finishes you'll say 'thank you' and that'll be the end of the episode.
 - **However** let them know to stay on the call as you'll have a debrief afterwards. This last step is very important as you don't want them to leave the call straight away!
 - The best episodes contain the most stories, so let your guest know to answer as many questions with as many relevant stories as possible.

3

Digging for Gold

- **Listening:** Ensure you listen to your guests' answers. Now, this might sound obvious, but especially for new hosts it can be easy to feel focused on what questions to ask next rather than engaging with the answer. So, ensure you really take in what your guest is saying so you can find those gaps to help with. By listening to answers, you can not only guide the episode to where you want it to go but also it could end up giving you a gold mine of sub-questions to ask and find out more about this part of their story (and more potential challenges)
- **Make notes:** Ask any questions relating to where they want to be in the future, and ensure you make a note of it down. This is important because when it comes to the stage about offering your product or service, you want to make sure it aligns with where they want to be - whether it's 3 months, 1 year, or 2 years from now.

- **Recap:** Once your episode is finished and you have the recording, we recommend you listen to it again and gather notes on what your guest has said where anything could sound like a pain point e.g. team growth issues, time restraints, or money restrictions. Sometimes, you can miss key nuggets of gold whilst in the moment of the episode!





4

Selling After the Interview

- **Clarifying questions by using your list. Here's a couple of template examples:**
 - *'Just a couple things, you mentioned [PAIN POINT GAP]. Could you just lean on that for me for a second because I was a little intrigued about what you meant by that.'*
 - *'Why is getting to [X MONEY] important to you and your business?'*
 - *'What do you think would stop you achieving [GOAL] over [TIMEFRAME]?'*
- Ensure you get clarity on what the pain is and if they've previously tried anything to resolve it so that you can reinstate their points back to them with the appropriate solution that you think would help their challenge.
- **Storytelling:** Once you've clarified their issue, tell them a story or case study where you've help another client (or multiple clients) achieve the outcome they were looking for. This will help build the credibility of your experience (building on know, like and trust) and it'll give them proof that you can help them achieve the same.



Questions? Clarifications?

We'd love to help!

If you need further assistance, feel free to reach out:

Email:

Website: www.theconversationstore.com

Social Media: [@theconversationstore](https://www.instagram.com/theconversationstore)