

## Podcast Interviewee

It's no secret that financial advisor podcasts are a highly effective way to communicate with existing and prospective clients. Preparing to be a great guest will pay dividends.

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### Ideas

Here are a few suggestions to consider to receive maximum benefit before and while being interviewed as a podcast guest.

1. **Passion.** Being invited (or pitching yourself) as a guest on a podcast you already are excited about will impress the podcast host and their audience. It will make you more relatable to all parties.
2. **Homework.** Listen to previous podcast episodes, this will benefit you in a couple of ways.
  - Reviewing past episodes will give you the ability to reference them during your interview. It adds credibility and shows you care.
  - Gain a better understanding of the cadence, structure, and style of the podcast. By having this know-how, you'll be able to prepare the content you want to share.
3. **Host.** Do your homework on the host. Who do you know? What topics do you have in common? Be sure you share them during your pre-interview conversation.
4. **Audience.** Learn as much as possible about the listeners and viewers. You want to be sure that your answers and thoughts during the interview are targeted to the audience.
5. **Listen.** Be an active listener while the host sets up their next question.
6. **Tidbits.** State the host and podcast names during the interview. Share the podcast with your social network.

Idea Sheets provide quick and actionable suggestions to drive more referrals and introductions. Visit the [Navigator website](#) often for new additions.