

## Podcast Interviewer

It's no secret that financial advisor podcasts are a highly effective way to communicate with existing and prospective clients. Engaging with a guest brings a fresh perspective to your show.

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### Ideas

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

1. **Find someone you find incredibly interesting.** Not only will your guest feed off of your heightened level of engagement, but your audience also will too.
2. **Know as much about your guest as possible.** The more you know, the better. Your guest will appreciate that you've done your homework. Keep a cheat sheet of facts closeby.
3. **Create a pre-call process or checklist.** List each step you will encounter leading up to and during the podcast.
4. **Have a list of questions ready.** Have a pre-call conversation with your guest and share the questions you'll be asking. During the interview, have the list available to ensure you are staying on point.
5. **Stay in control.** During the interview, you are in charge of maintaining the tempo of the conversation. Don't let the guest control the pace.
6. **Don't interrupt; pay attention.** A savvy guest will know when you are not listening to their responses. Listen intently as they speak. Don't let your next question hamper your concentration.
7. **It'll never be perfect.** Even the best interviewers look for ways to improve their skills. Relisten to all of your podcast interviews and make adjustments and improvements to your craft.

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