JASON FALLS

MAKE OR BREAK

HOW TO PICK THE RIGHT GUESTS FOR YOUR PODCAST

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THE WRONG GUESTS
LEAD TO GRUMPY HOSTS ...
AND AUDIENCE MEMBERS

WHAT'S YOUR FORMAT?

NARRATIVE STORYTELLING

NARRATIVE STORYTELLING W/INTERVIEWS

INTERVIEWS W/NARRATIVE STORYTELLING

NEWS MAGAZINE

INTERVIEWS

GROUP DISCUSSION

MONOLOGUE

DRAMA

- Will promote your episode
- Will introduce you to more guests
- Will return for ongoing conversations
- Will serve as a regular correspondent

What do you want the listener to say when they finish an episode?

I didn't know that!

That was interesting!

Funny stuff!

I need to go follow that person!

I cant wait for the next episode

I need to share this with _____!

ENTERTAINING

INDUSTRY LEADER

MEDIA/ANALYSTS

INDUSTRY ISSUES

CELEBRITIES/INFLUENCERS

VERTICAL ENTREPRENEURS

ATHLETES

SUBJECT MATTER EXPERTS

Do they know how to be on podcasts?

QUALITIES OF A GOOD GUEST

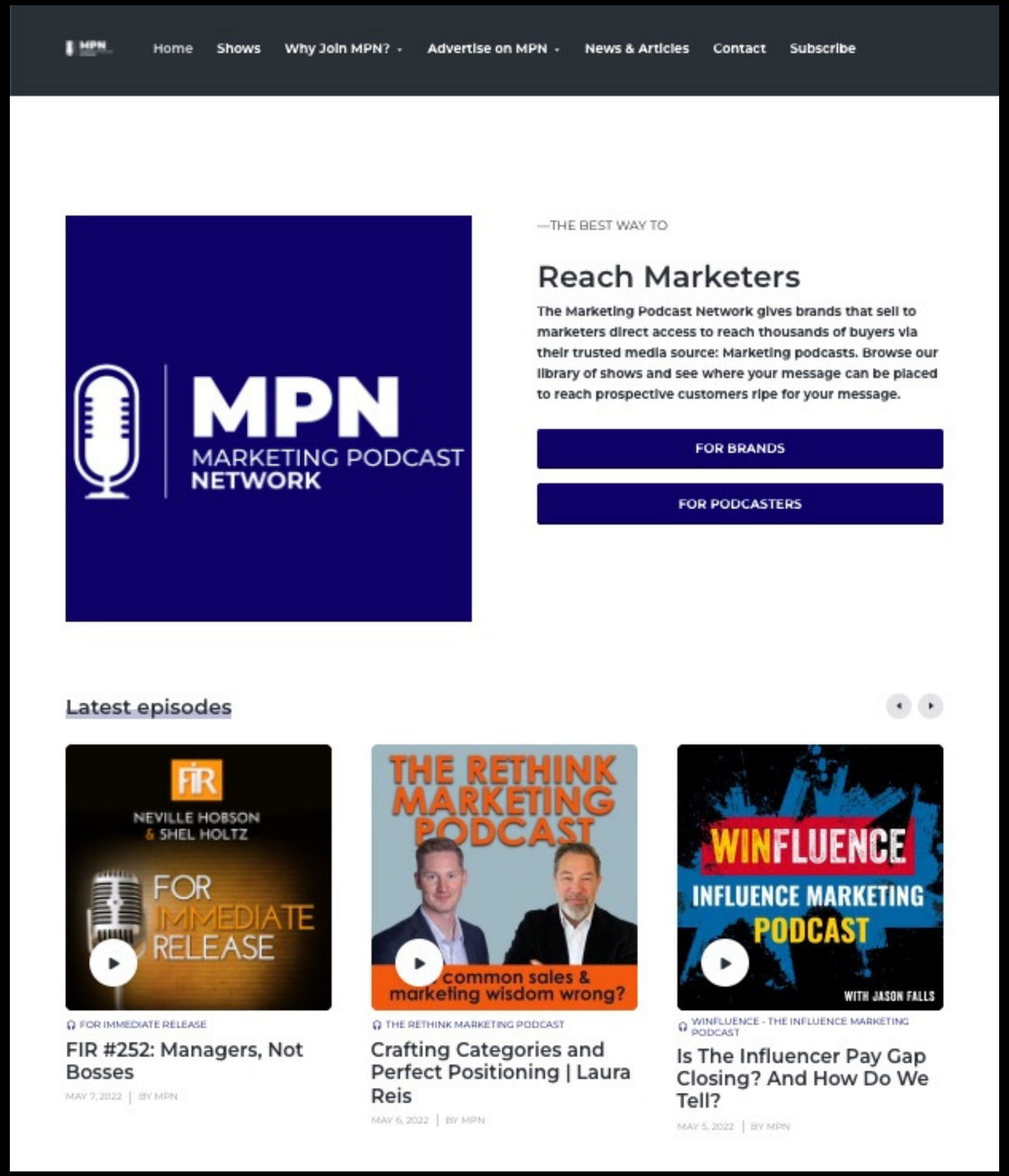
- READILY AVAILABLE BACKGROUND INFORMATION
- PREVIOUS PODCAST/INTERVIEW EXPERIENCE
- UNDERSTANDS THE FORMAT
- SPEAKS CLEARLY
- ACCOMMODATES YOUR TECHNOLOGY REQUESTS
- WILL PROMOTE THE EPISODE

PODCAST GUEST TIPS

- USE THE RIGHT TECHNOLOGY
- RESPECT THE FORMAT (AUDIO/VIDEO)
- BE "ON THE AIR"
- ANTICIPATE TALKING POINTS
- AVOID VERBAL TICKS

PODCAST RESOURCES

- BOOKING SERVICES
  - KITCASTER
  - PODCAST BOOKERS
  - OUTLIER AUDIO
- AD NETWORKS
- PROMOTIONAL TOOLS
  - MOWPOD



NETWORK EXAMPLE

- Automatic cross-promotion
- Private collaboration community
- Guest exchange
- Network promotes every episode of every podcast
- Ad revenue evenly shared across all eligible shows
- Plans for individuals, agencies & vendors

LET'S CONNECT

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