

Podcast Guest Guide



1. Introduction

I am delighted that you have accepted my invitation to appear on the 'Share Your Story' podcast series. The benefit of doing a podcast interview means that we both have an opportunity to use the podcast recording for our marketing efforts.

The 'Share Your Story' podcast series are interviews with business people who run their own businesses. They are Micro-enterprises with between 1-9 employees only. Hopefully that's you!

A 'Business Owner Biography' aims to inspire wannabe business owners to take action and start their own Micro-enterprise. But it's not just for them, many existing business owners benefit from hearing your story too.

Interview method and technology

The interview will be conducted via Skype, as after testing a few other routes, I found this the best quality. If you haven't already got Skype on your smart phone, please can you download it and log-in there. Ensure you are connected to a good Wi-Fi connection and use a pair of personal headphones with microphone. Please ensure you share your Skype ID with me and I will message you close to our interview time via skype to let you know that I am ready. We'll test the audio quality together before we get started.

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2. Ensuring great audio quality

Podcasts are a very intimate listening experience and therefore our joint aim is to give the listener the best possible listening experience. There are a few guidelines for you to put in place before the interview just to ensure that everything on your side is the best it could be possibly be for audio quality. I will be doing the same my side.

1. Switch your Smartphone to 'do not disturb' mode, or whatever method you have to stop incoming calls or email 'dings'. Remember to switch it back afterwards.
2. Turn off (or unplug) any landline telephones before the interview.
3. Unplug any cordless doorbells nearby.
4. Find a nice quiet spot, being around co-workers will probably not give the best quality.
5. Let co-workers, friends and family know you will be busy for the interview itself. Some interviewees like to close a door to the room they are working in and put a "Do Not Disturb" sign up.
6. Use a good quality headset. If you own an iPhone the headset that comes as standard has excellent quality as the microphone has built in noise cancellation. If you own an Android this might not be the case. You may wish to consider purchasing a high quality headset. A friend of mine suggests this set; <http://www.amazon.co.uk/dp/B00NEYPWGG>
7. It's highly recommended that you are connected to WiFi and have a decent broadband connection.
8. You may be working from your home office, which is absolutely fine. You may wish to ensure that you are away from home noises, which could include pets.
9. If you can choose a room that has no echo that will also be great.

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3. Pre-interview preparation for you and me

1. My aim is for questions to come up naturally and in a casual conversational style. There really is no preparation required on your part, my aim is to create the space for you to share your story as authentically as you are able to. You may wish to share your story in a chronological sequence and to assist with that I have identified a nice structure you may like to adopt.
 - a. Share a little bit about your personal life, where you were born, where you now live and maybe a bit about your family, your hobbies and interests.
 - b. How you found your first job and what did you do in that job?
 - c. How you then progressed to deciding to run your own business? What was the main motivator for doing that?
 - d. What have been some of the challenges in running your own business and equally what have been some of the highlights?
 - e. Do you have a vision for your business?
2. I will ask for how people can get in touch with you, so feel free to share as many locations where you're active on the web and of course your main website address. I will make sure to include them in the show notes too.
3. Grab hold of some still water, so you can lubricate your throat and voice before the interview. If you find that you are desperate for a drink during the interview, just create an unnatural pause during the interview, after I ask you a question and just tell me that you need to take a drink before answering. Take a drink and then another unnatural pause and then give your answer. It means I can cut it out on post-editing.
4. Fire up Skype 5 minutes before we are due to start to make sure there are no technology challenges. I will make sure to be there too. If you have any concerns about the technology, I am very happy to do a test call with you in advance of our interview day to make sure you are completely comfortable with the process.

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4. Interview process

1. When we connect we will just make sure that we're both happy with the sound quality, we can't hear any echo, scratchy noise and feedback. There should be no need for you to have your sound very high.
2. When we're both ready I will launch into the interview with an introduction and welcome.
3. Your cue will be when I say 'Welcome to the 'Share Your Story' podcast, how are you today? You can respond naturally with how you are happy to be on the show or whatever form of words works for you.
4. I have no set length for the interview although I'd like to be respectful to your time and will be guided by your availability. I usually have enough time set aside to go longer.
5. Continue to breath naturally and speak with your normal pace. Neither of us have to go into radio voice speed. It should be as natural as we can make it. Equally we don't want to come across monotone either.
6. Feel relaxed in knowing that I can edit anything out we don't like. The same approach with needing a drink. Create an unnatural pause and then start speaking again, correcting what you had said previously. I can then edit out what you weren't happy with.
7. When I feel that I have got everything that I would like to get out of you, then I will start closing the interview by asking you to share your website and twitter handle.
8. When I have finished speaking, I will create a short pause and then we can continue speaking normally again.

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4. Post-interview process

1. I will edit the interview by inserting my podcast intros and outs and create a .mp3 file for publishing.
2. I will then publish the podcast to the appropriate channels and my podcast blog and provide you with links to share those with your network. You will be able to download the original file from the audio player on my podcast blog.
3. I may choose to hold back publishing for marketing and timing reasons. Rest assured I will be publishing the podcast and I will keep you posted.

I am truly delighted that you have agreed to be part of the ['Share Your Story'](#) podcast series and I'm looking forward to our chat and uncovering your business biography.

Feel free to get in touch at any time, in case you have any concerns or worries and I will be happy to assist with any technology questions.

I will speak to you very soon!

A handwritten signature in black ink, which appears to read "Michael de Groot". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Michael de Groot
['Share Your Story'](#) podcast host and producer.