

# Guest Guide



## 1. Introduction

I am delighted that you have chosen to appear on the Share Your Story podcast. The podcast are interviews with business owners who run their own businesses. They are usually micro-enterprises with between 1-9 employees but not necessarily exclusively. I don't podcast for revenue or fame, I podcast to help small businesses.

## 2. Interview method and technology

The interview will be conducted via Zoom. If you haven't already got Zoom you can download it via <https://zoom.us/download>. As Zoom has a video recording function, we have the option to record a video version of the podcast too. If you completed the interview appointment form I will already know whether we are recording video or not.

## 3. Pre-interview preparation for you and me

1. Grab hold of some still water, so you can lubricate your throat before and during the interview.
2. 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 technology, just let me know.
3. 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.

## 4. Interview process

1. When we connect we will just make sure that we're both happy with the sound quality.
2. When we're both ready I will launch into the interview with an introduction and welcome.
3. I have no set length for the interview although I'd like to be respectful to you and your time and will be guided by your availability.
4. Feel relaxed in knowing that I can edit anything out we don't like.

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5. At the end of our interview, I will ask how people can get in touch with you, feel free to share all the locations where listeners can connect and I will include them in the show notes.


## 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.
4. If we create a video version, I will hold back producing that until you have approved the podcast blog post and publish it around 1-2 weeks after the audio podcast.

I am truly delighted that you have agreed to be part of the Share Your Story podcast and I'm looking forward to our chat and hearing your story.

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!



Michael de Groot  
Share Your Story podcast host and producer.