

# 12 INTERVIEW TIPS FOR PODCAST HOSTS

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Profitable Podcasts for Brands



# DEFINE THE OUTCOME

**What is the goal of this interview?**

**What do you want to get out of  
your guest?**

**What lesson do you want to learn  
from your guest?**

# PREPARE

**The interview starts days or even weeks before the actual recording.**

**Invest time in listening to other interviews of your guest, reading their book(s), and consuming their content. Take notes.**

**Don't ask questions your guest has already been asked dozens of times. Be original. What's the point of putting out the same interview everyone else has already put out with your guest?**



# PREPARE (cont.)

Listen to your guest's podcast, watch their YouTube videos, and sign up for their lead magnet.

Take notes in the form of bullets and questions as you consumer their content.

Once done taking notes, structure them into an order that makes sense. Print this out, if needed.

Proper preparation prevents poor performance.



# KNOW WHAT'S 1<sup>st</sup>

**Know where you are going to go first.**

**As long as you know where you are going first, you're good; I won't be tripping over my words while figuring out how to kick things off.**

**Sometimes, the first question lasts the entire podcast and all of the preparation you did goes out the window. Let this happen because these are the best, most natural podcasts.**



# SILENCE YOUR INNER CRITIC

**Stop second guessing yourself and what you are about to say. Say it and live with it, even if it falls flat. Ignore your inner critic at all costs when in the interview.**

**"Stay in your head, you're dead."  
- Tony Robbins**

**Just say it without any reservation, and then smile. Odds are your guest will smile right back at you.**



# BE UNABASHEDLY YOU

Many hosts try to imitate the style of other interviewers. Big mistake.

The interviewers you look up to have their respective styles because that is what makes them most comfortable in their seat, which makes their guest most comfortable in theirs.

Be unabashedly you; Not only will this make you most comfortable, it's your competitive advantage.



# BE UNABASHEDLY YOU (cont.)

**Do not try to be something/someone you are not. This is performance, and you will inevitably falter. Such is the nature of performance.**

**Do not be afraid to polarize people. You have to turn some people off if you want to turn some on. Your unique set of views is part of your competitive advantage. Do not suppress the real you.**





# BECOME A BETTER ORATOR

We hardly realize how often we use filler words like "umm," "uhh," and "like." One way to become more aware of when you say these words is by editing your podcasts for the sole purpose of deleting your filler words. You'll get annoyed, quickly, and it will make you want to stop saying them. You'll also start to recognize the respective waveforms of your filler words. In the bottom right is my "umm" followed by my "like."



# BECOME A BETTER ORATOR (cont.)

It's also helpful to recognize the roots of our filler words.

We use filler words when we don't know what to say and, for fear of losing the other person's attention, we fill the silence with "ummm" or something of the sort. Better to take the silence.

Recognize that it is fear and lack of confidence behind these words.

Also, "like" is often used because we are not 100% sure that what we are saying is right.



# ACTUALLY LISTEN

You have your notes, all the things you want to get to, but don't let that be an excuse to not listen.

Instead of wondering what to say next while the other person is talking, actually listen and respond to what they say. Do not say something completely unrelated.

If someone says, "I'm going to bomb a building full of people tomorrow," and you say "Cool. Love it. Ok so my next question is..." then that's just stupid. Obviously, you should question that further.



# STUDY OTHERS

Again, other interviewers should not be imitated, but it is helpful to study them.

Great interviewers include but are not limited to Larry King, James Altucher, Joe Rogan, Lewis Howes, Cal Fussman, and Tim Ferriss.



# STUDY YOURSELF

**Listen back to all of your episodes once they are published.**

**Resist the urge to only listen to the episodes you like and skip the ones you do not like as much.**

**Like an athlete, you have to watch the tape, and it can't only be the tape that shows you winning because we learn from our failures.**

**Watch the tape, both the good and the bad.**



# STUDY YOURSELF (cont.)

**This is where you take your inner critic off mute.**

**You'll notice things you did well, but there will also be things that make you cringe. Learn from it.**

**Put yourself under the microscope. This is how you get better.**



# THE PODCAST PLAYBOOK

Don't forget to pick up a copy of **The Podcast Playbook** on Amazon for the **The Winning Game Plan to Build an Audience and Make Money as a Podcaster**

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Look inside ↓



Jordan Paris

**The Podcast Playbook: The Winning Game Plan to Build an Audience and Make Money as a Podcaster**

#1 New Release in Social Media

# THE TIME IS NOW

**The time was, is, and  
always will be Now.**

**There is no better time  
than the eternal present  
to get to work!**



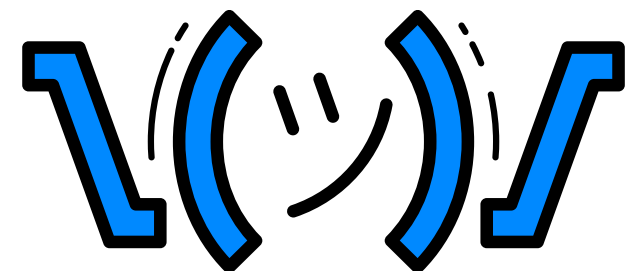


# WHATEVER WORKS

If any of these tips don't suit you, that's OK.

Everyone has a different interview style and you either already have yours or will find yours.

Do what makes you most comfortable in your seat, so that your guest will be comfortable in theirs.



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