

Be Memorable on Podcasts

Your Podcast Guest Preparation Worksheet | Make every appearance count.

A successful appearance begins before the microphone turns on. Use this worksheet to clarify your objectives, organize your ideas, and prepare a conversation that connects and inspires action.

1. Know Your Audience

The more clearly you understand whom you want to reach, the more relevant your message can be.

Who is your ideal audience?

What matters most to them? What challenges, opportunities, or aspirations do they have?

Why would they care about what you have to share?

2. Define Your Desired Outcome

Do not just prepare to have a good conversation. Know what you want it to accomplish.

What is your primary objective for appearing on podcasts?

What do you want listeners to think, understand, or believe differently?

What action would you like them to take?

Your Story and Your Value

Prepare the elements you can carry from one podcast appearance to the next.

3. Know Your Story

Prepare a compelling, authentic two- to three-minute version of who you are, what you do, and why.

Who are you, and what do you do?

Why do you do what you do? What experiences or convictions brought you here?

What makes your perspective, experience, or approach different?

4. Speak in Terms of Outcomes

Listeners may not share your technical expertise, but they can recognize meaningful results.

What problems do you help people solve?

What meaningful outcomes does your work produce?

What is one example of a result you've helped create?

Make Your Expertise Memorable

Use recognizable ideas and real experiences to make your expertise easier to understand and recall.

5. Make Your Expertise Easy to Remember

Frameworks help listeners organize complex ideas and put your expertise to use.

What framework, model, or set of principles represents your approach?

What are its three to five key elements?

How could a listener apply it to their own situation?

6. Prepare Your Stories

Story One: A Successful Outcome

What was the challenge, what happened, and what was the result?

What can the listener learn from this experience?

Story Two: A Challenge or Lesson Learned

What went wrong or demanded a difficult decision? How did you respond?

What did you learn, and why is that lesson relevant to listeners?

Give People a Reason to Act

Share something practical and make the path to engaging with you simple.

7. Give Your Audience Something Valuable

Offer something useful that listeners can apply without having to buy anything or jump through hoops.

What practical idea, exercise, resource, or framework can you share?

How can listeners put it into practice immediately?

8. Make It Easy to Connect With You

If listeners find your perspective valuable, make the next step clear and worthwhile.

Where should interested listeners go to learn more or connect with you?

What specific next step would you encourage them to take?

Have you prepared an easy-to-remember website address or resource?

Your Show-Specific Preparation

Use this page before each new interview. Your core narrative can stay consistent; the episode focus may change.

Podcast / Host / Recording Date / Episode Topic

Why is this show a good fit for the audience you want to reach?

What are the three most important ideas you want to communicate?

Which stories or frameworks will you use?

What would make this particular appearance successful?

Before You Go Live

- ☐ I understand the audience I want to reach.
- ☐ I know what I want to accomplish.
- ☐ I can tell my story in two to three minutes.
- ☐ I can articulate what makes me different.
- ☐ I have a framework and relevant real-world stories.
- ☐ I have something immediately valuable to share.
- ☐ I know what action I want listeners to take.
- ☐ I have confirmed the recording details and checked my setup.

Remember: You do not need a perfect performance. Be authentic, prepared, and intentional about the value you bring.