A PRACTICAL GUIDE

The Podcaster's Guest Prep Kit

A step-by-step guide for inviting, preparing, and interviewing guests, then publishing the episode and delivering the PDF instantly

Made by the Braxis machine

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ABOUT THIS GUIDE

What this is

This guide is for new podcasters.

It is a practical method, not a promise of a result. It contains no invented statistics, no fake customers, and no guarantees. The words were drafted with AI assistance.

Use the checklist at the end on a real piece of work this week.

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Crafting a Compelling Invitation

Start with a brief, personalized email that explains who you are, the focus of your show, and why the guest’s expertise matters to your audience. Keep the subject line clear and enticing, such as “Invite: Share Your Insights on Climate Innovation on the GreenTech Podcast.” Outline the episode format (duration, structure) and propose two possible recording windows, offering flexibility. Attach a one-page media kit that includes listener demographics, recent download numbers, and a short bio of your host. End with a clear call-to-action, asking the guest to confirm a slot or suggest alternatives. Follow up after three days if you haven’t heard back, using a polite reminder that reiterates the value for the guest’s own platform.

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Preparing the Technical Setup

Before the interview, test all hardware and software at least 24 hours in advance. Verify that your microphone, headphones, and pop filter are securely connected and that levels are set to avoid clipping. Run a short recording test on the same platform you'll use (Zoom, Riverside, SquadCast, etc.) and listen for background noise, echo, or latency. Share a brief tech checklist with the guest, including recommended headphones, a stable internet connection, and a quiet space. Record a backup audio track locally on your computer in case the primary stream drops. Keep a spare USB-C cable and a power source nearby, and ensure your recording folder is organized by date and episode title for easy post-production.

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Designing the Question Flow

Map out the interview in three parts: warm-up, deep dive, and wrap-up. Begin with 2-3 light, open-ended questions that let the guest settle and showcase their personality. Transition to the core topics by ordering questions from general to specific, allowing the conversation to build naturally. Prepare follow-up prompts for each main question, such as “Can you give an example?” or “What surprised you most about that?” Keep a running list of “off-the-cuff” curiosities that you can sprinkle in if the dialogue stalls. Conclude with a forward-looking question that invites the guest to share upcoming projects or resources, and always ask for a short soundbite they’d like highlighted in promotional clips.

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Publishing the Episode Efficiently

After editing, export the final audio file in 44.1 kHz, 16-bit MP3 at 128 kbps or higher. Upload the file to your hosting platform, fill in the episode title, a concise description, and relevant tags. Include timestamps for major segments to aid listener navigation. Add the guest’s social media handles and a link to their website in the show notes. Schedule the release for a time when your audience is most active, typically mid-week mornings. Once live, automatically push the episode to all major directories (Apple Podcasts, Spotify, Google Podcasts) via your host’s distribution settings. Draft a short promotional tweet and Instagram story, tagging the guest and using a consistent hashtag for the series.

Delivering the PDF Instantly

Create the PDF using a clean, single-column layout with a cover page that mirrors your podcast branding. Export the file at 72 dpi for quick download and keep the file size under 2 MB. Upload the PDF to a cloud storage service that provides a direct download link (e.g., Google Drive, Dropbox). In your episode’s show notes, embed the link with clear anchor text like “Download the Guest Prep Kit PDF.” Test the link on multiple devices to ensure it works without requiring a sign-in. Set up an automated email response that triggers when a listener clicks the link, confirming the download and offering a brief thank-you note. Monitor the link’s analytics to gauge interest and adjust future promotional copy accordingly.

USE THIS

Checklist

- [ ] Send a personalized invitation email with clear subject and call-to-action
- [ ] Complete a full tech test 24 hours before recording and share a guest checklist
- [ ] Outline a three-part question flow and prepare follow-up prompts
- [ ] Export, tag, and schedule the episode with timestamps and guest links
- [ ] Upload the PDF to cloud storage, embed a direct download link, and set up an auto-reply email

Where this came from

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