



Table of Contents

Letter of Welcome and Introduction

How to Be a Great Guest

Podcast Interview Agenda

Post Interview Tips

Introduction to Jazzy Wilson

How to Maximize Your Episode Results

Extra Tips for BNI Members

PODCAST GUEST GUIDE

With Your Host **Jennie Bellinger, CPC, and Executive Producer**



PODCAST GUEST GUIDE

for Badass Direct Sales Mastery Podcast

Table of Contents

Letter of Welcome & Introduction	3
How to be a Great Guest	4
Podcast Interview Agenda	5
Interview Tips	6
How to Maximize Your Episode Results	6-7
The Week Your Episode Goes Live	7
Introduction to Jazzy Wilson	8
Extra Tips for BNI Members	9

Hello!

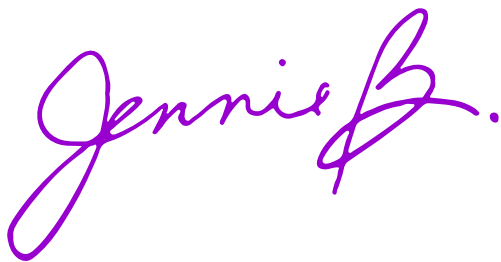
I'm so glad that you are going to be a guest on the Badass Direct Sales Mastery Podcast soon. I want to make this a positive experience for both of us as well as mutually beneficial. Frankly, I'm not into pain (most people I know aren't, and no judgment if you are), so I decided to put this together to help us both out.

Please take a few moments to review this guide. It will help prepare you before our interview, during the interview and after the interview to get the most bang for your buck and maximize your results.

There are a few parts to this guide (covered in the Table of Contents), and if you are a BNI member, there's a bonus section for you.

I look forward to collaborating with you!

To Our Success,



Jennie Bellinger

Certified Professional Coach

Executive Producer and Host

Badass Direct Sales Mastery podcast

How to Be a GREAT GUEST

If getting on podcasts is a way that you plan to market your business regularly, please allow me to help you be such a great guest that hosts will not only invite you back but will also introduce you to their podcast host friends.

Before the Interview:

1

Go follow (or subscribe) the podcast on your favorite podcast app

APPLE: <https://podcasts.apple.com/us/podcast/badass-direct-sales-mastery/id1469629629>

SPOTIFY: <https://open.spotify.com/show/6SGvIY43xbdTkH9EJNJoCY>

AUDIBLE: <https://www.audible.com/pd/Badass-Direct-Sales-Mastery-Podcast/B08K56RZR2>

2

Listen to a few episodes. Listen to get a feel for me as a host and how I interview. Listen to any solo or monologue episodes to get an idea of how they think and what they are sharing with their audience.

Pro Tip: If you are crunched for time, listen to one or two episodes at 1.25 speed or 1.5 speed. It's faster without sounding like a chipmunk.

3

Rate and write a review, preferably a 5 star rating. If it's anything less than that, do you really want to be on the podcast?!

Ratings and reviews can only be done on Apple, Spotify and Audible, and only if you've listened to at least 60 seconds (this may change over time).

Pro Tip: Before you submit the rating and review, take a screenshot and email it to the host (jennie@badassdirectsalesmastery.com).

4

Announce on social media that you are going to be interviewed on the show. Share the link to the show and ask your followers to subscribe to the show (links shared above).

5

Specifically choose 4-5 people in your network that you think would like the show and send a message to them to share the show and ask them to listen.

6

Have good recording equipment. You don't have to get a crazy expensive mic, at minimum, a WIRED earbud set with a microphone works well (so NO AirPods or Bluetooth earbuds)

A decent headset with microphone for \$20: https://www.amazon.com/Logitech-Headset-H390-Noise-Cancelling/dp/B000UXZQ42/ref=sr_1_5?crid=1X1MBE2NG4DIO&keywords=headset+microphone&qid=1642706493&sprefix=headset+microphone%2Caps%2C84&sr=8-5

The earbuds that I use (\$13 on Amazon): https://www.amazon.com/Microphone-Isolating-Headphones-Definition-Compatible/dp/B08B5FZP1N/ref=sr_1_10?crid=70SB0805YTPB&keywords=earbuds+with+microphone&qid=1642706592&sprefix=earbuds+with+microphone%2Caps%2C92&sr=8-10

7

Review the Podcast Interview Agenda (print it out if you need to)





Podcast

INTERVIEW AGENDA

While each interview ends up going a little differently, I do have some constants in the way that I run my episodes with a guest.

1	Sound check. I'll double check to make sure that you sound amazing on my end and that I sound fabulous to you as well.
2	Info check. I'll double check how to pronounce your name, company name, confirm your freebie/giveaway (if you're offering one), preferred method for listener contact
3	May request that we turn off video (play this by ear on the day of)
4	Start Recording
5	Welcome and Introduction
6	Common Questions I Ask My Guests: a. How did you get started in your business? b. What obstacles have you encountered in your business? How did you overcome them? c. What is an obstacle that you are dealing with right now? d. What accomplishments or achievements are you super proud of? e. What is your Secret to Success? <<< I ask this EVERY TIME
7	Closeout – Share Freebie/giveaway (if you offer one) and your contact information
8	Post Interview – a. Zoom selfie (so we can promote the interview on social media) b. Potential dates for release c. Questions we may have for each other



Interview Pro Tips



- *if you stumble over your words or stutter, just pause for a couple seconds—we will edit that out for you
- *mute yourself if you need to cough or sneeze
- *have a glass of water to sip if needed
- *I recommend Cool Shot Breath Spray from Melaleuca, it helps coat your throat and prevents coughing and dry throat/dry mouth during the interview (not a Melaleuca customer? A sugar free cough drop 20 minutes before the interview is also effective)

Post Interview Action Steps

- *Share the interview selfie/screenshot on social media to 'tease' the episode
- *Share a post the next day with your big takeaway from the interview
- *Continue listening to episodes and share relevant episodes with your network
- *Watch for an email from Jazzy Wilson from Premier Podcast Promotions **the week before your episode goes live**

How to Maximize Your Episode Results

Jazzy Wilson will send you an email the week before your episode goes live. In this email, she'll include all my social media links so we can make sure that we are "friends" and/or connected to help you get visibility from my 10,000+ followers and so you can tag me and your network will be able to see me, as well.

Make sure that you post on social media that your episode is about to go live (in a week) and share the main podcast link so they follow the show and don't miss the episode.

APPLE: <https://podcasts.apple.com/us/podcast/badass-direct-sales-mastery/id1469629629>

SPOTIFY: <https://open.spotify.com/show/6SGvIY43xbdTkH9EJNJoCY>

AUDIBLE: <https://www.audible.com/pd/Badass-Direct-Sales-Mastery-Podcast/B08K56RZR2>



The Week Your Episode Goes Live:

Jazzy will send you the link to your episode, a few social media images and a short video clip called a “Recast” from your episode audio. Please download these to your computer/smartphone to share.

Go listen to your episode and share your biggest takeaway from our talk on social media.

Post your episode link and images on every social media platform you have (feel free to tag me). Here are some ideas of where you might post:



Facebook personal page	Instagram personal page	LinkedIn personal page	Personal TikTok
Facebook business page	Instagram business page	LinkedIn business page	Business TikTok
Facebook group/s (that you are an admin on)	Snapchat	Twitter	Discord

If you have an email list, make sure to send the episode to your entire list to request that they listen to it and give you feedback.

I also highly recommend personally messaging people in your inner circle (i.e. family, friends, team members) to ask them to listen. Then message people in your extended network (neighbors, former co-workers, customers, etc.) to listen and give you feedback.

Approximately 5-10% of those who see your posts on social media will listen to your episode.

Approximately 20-30% of those who you personally message will listen to your episode.

Combined, this means that potentially 40% of your network will listen to your episode. This will give you more visibility with your own network, increasing your chances of selling to, recruiting them or turning them into referral partners.

Make sure to track who you sent personal messages to so you can follow up with them about the episode in a couple of days. (I use Contact Mapping to track my connections and follow ups: <https://contactmapping.com/bdsm> if you'd like to download this amazing CRM that I use on a daily basis!)

PODCAST





Let me introduce you to

Jazzy!

Jazzy Wilson is the founder of Premier Podcast Promotions. She's been promoting podcasts via social media and email marketing since 2020. She's my right-hand podcast assistant and will be your main point of contact after the interview is completed.

I hired Jazzy in August of 2020 (after she had been in business a few months). In just the first month, she tripled the number of downloads that the podcast was getting! Each month, thanks to her continued promotional efforts, the podcast continues to grow in download numbers and

subscribers. Her work benefits each and every guest (i.e. YOU) by making sure that your episode gets heard.

Her email is premierpodcastpromotions@gmail.com, please make sure to save her information in your contact list in case you need to reach her.



ARE YOU A BNI MEMBER?



If you are a BNI member (anywhere in the world), then here are a few extra tips for you!

- Rate AND review my podcast on Apple, Spotify and/or Audible, and I count that as a referral to me! Go to my show on
APPLE: <https://podcasts.apple.com/us/podcast/badass-direct-sales-mastery/id1469629629>
SPOTIFY: <https://open.spotify.com/show/6SGvIY43xbdTkH9EJNJoCY>
AUDIBLE: <https://www.audible.com/pd/Badass-Direct-Sales-Mastery-Podcast/B08K56RZR2>
- Post the rating and review, then go enter a REFERRAL to Jennie Bellinger
- When you share the direct show link to people that you know in direct sales/network marketing/MLM, I count this as a referral (especially if they listen and decide they'd like you to introduce us!).
- I let my BNI partners know if they listen to the first three episodes of my show, I count that as one half of a One to One. Then we can book a 30 minute meeting that is focused on me learning about you, your business and your ideal client to complete the one to one.
- You can ask your BNI partners to listen to your episode and then book a 30 minute meeting to focus on THEM.
- You can also request that your BNI referral partners share your episode with ideal clients/customers.
- Set up a follow up One to One with me to learn some additional ways to use your podcast to build your visibility, credibility and profitability! <https://calendly.com/jenniebellinger/bni121>

Extra Tips for BNI Members

Page 9 

SPECS
CREATIVE AGENCY

Guide designed by Jenny Ferguson & Specs Creative Agency
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