

# Thank you for willing to be a guest on Arise2Live Podcast!

This handout is to share what to expect and how to get the most out of the episode.

## The Audience

The podcast for business owners and entrepreneurs who are looking to grow their business in leadership, smooth operations, and work-family balance. The overall goal is to have the listener better off after the episode. We can do this by encouraging, educating, and strengthening them to succeed in both business and family. The podcast strives to share real-world experiences, not just academic interests or fluff.

## The Interview

Everyone has a story and wisdom to share. One of my hardest jobs in podcasting is getting people to relax and just be themselves. So... relax! :-)

If we are on-line, we will use a video conference app called Zoom and I'll provide an ID number. It's free and does a good job of recording both audio and video. If you're being interviewed live, then I do all the setup.

A typical interview goes for about 40 minutes. The interview is unscripted, so there is very little prep on your part other than a few minutes to collect your thoughts (unless you're like Peter Burke in episode #8).

It should be noted that the best ideas come out after 20 minutes into the interview.

I ask lots of questions and dive deeper on the topic.

At the end there is time for self-promotion.

I do post-production on the recording to make you (and me) sound good to the listeners.

## Podcast Format

The episode length is between 28-35 minutes. The length is set by the topic and quality. Show notes with the short bio are found on the website. The website has an area to link to books, etc. See [Arise2Live.com/podcasts](http://Arise2Live.com/podcasts).



## Guest Checklist

- \* Summary Bio
- \* Contact information (i.e. Social Media, email, etc. )
- \* Your Headshot Picture
- \* Any promotional information
  - Link to Amazon book.
  - Landing Pages
  - Etc.
- \* If remote, setup the hardware ahead of time.

# Audio Tips

## *Zoom Setup*

- \* Please test your microphone/headset before the recording. Launch the Zoom app and hit the 'test' button.
- \* Check the Zoom Preferences to ensure the the "Audio" is set to the right microphone.

## *Getting Consistent Audio is Key*

The post-production sound editing can deal with a lot of things, if the recording is consistent. :-)

- \* Find a comfortable position to talk into the the microphone. Generally, the mic is about 3-4 inches away from your mouth.
- \* Wear earphones so your microphone does not catch the other side of the call.
- \* Use an external microphone if you have one. If not, use iPhone earbuds or a gaming headset. In general, built-in computer microphones pick up too much room noise, but can be used in quiet room.
- \* When talking to the microphone, please speak directly into the mic and keep the distance between your mouth and the mic the same. This keeps your voice level consistent through-out the recording.
- \* Be in a room that doesn't have loud disruptions or sound echo-filled. Easy tricks to reduce echo is have space behind the mic and/or put up blanket or pillows against hard, flat surfaces.

