



PODCAST

more helpful info

Have you been invited to be a guest on the show and need more info?

- Hello future guest, here is a simple run down of how things work. First, we do a preliminary phone call; 10-15 minutes to meet and greet, and set a date to record the show, either by calling in directly or in-person. Location varies, sometimes I'm able to do in-person at your location, but not always, it depends on travel plans and location. Either way, a call in by phone is always an option.
- If it's a call-in interview, it's always best to wear a headset and speak directly into the phone for better sound quality. For in-person interviews, all the details will be discussed before the show and in-person. Don't panic, I have all the necessary equipment to get everything completed.

Nervous about being on the show?

- Don't be, remember, nothing is live. All shows are pre-recorded, and anything can be edited. I always try to err on the side of caution. I don't ask questions to provoke, intimidate or search for proprietary or sensitive info that would have a negative effect on your company.
- My goal is to promote your product or service in a positive light to the customers and potential customers you service. Plus, I can send over an edited and final version of your episode for pre-approval before it gets released.

What are the topics we will be discussing?

- I typically take a similar approach for each guest. 1) Who are you? How did you come to know the shed industry? 2) What is the current state of the industry? 3) What's next? Cast your projections on the direction of the shed industry!
- Every episode does not fit the mold perfectly. Simply put, it's a conversation, so I encourage the guest to speak about their products, services or just overall the industry in general. I think the audience mostly likes to hear about what you do so feel free to take the spotlight. If you are not much of a talker, that's okay, I'm comfortable with being able to guide the conversation and ask questions.

How long is an episode?

- Typical episodes last about 45 minutes. I rarely have them last much less than that and sometimes they last up to an hour. Don't concern yourself with going over; I'll keep a close eye on the time.