



LeadPodcasting

Creating podcasts that build your leadership profile



INTERVIEW CHEAT SHEET

I'M AMANDA CUPIDO,

the founder of Lead Podcasting. I've been making podcasts for thought leaders and organizations for more than a decade. Now I've built a team of audio experts and communications specialists to help you create a show that cuts through the noise.



1. PREPARATION

- Research (but not too much!)
- Create a list with "milestone" topics
- Do not give exact questions to guest in advance
- Avoid heavy pre-interviews

2. Q-LINE

- Lean on open ended questions
- Don't be afraid to ask the same question twice
- Ask the "dumb" question
- Know how to transition smoothly
- Consider ending with "Is there anything else you want to share?"

3. POSTURE

- Create an environment where people feel comfortable
- Take the pressure off both parties
- React naturally
- Actively listen

4. VOICE

- Aim to sound like yourself (don't use words you'd never say in day-to-day conversations)
- Don't be afraid to have ums & ahs
- Be aware of your "crutch" phrase (mine is "you know!")
- NB. You can hear a smile!

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"Working with Amanda and her team has been a dream. She is exceptionally knowledgeable about podcasting and a consummate professional with a gift for storytelling."

-Meredith Jordan, Director, Toronto Metropolitan University