GIVE THE MIC

GIVETHEMIC.COM



GUEST PREP KIT

# Give your guest the mic.

The texts to invite, brief and release a podcast guest.
Copy them, fill in the brackets, send.


01 The invitation

02 The guest release

03 The briefing

04 15 interview questions

05 After the recording

HOW TO USE THIS KIT

# From invitation to thank-you.

Five steps, in this order. Everything in square brackets is yours to fill in.

1 **Invite** — 01 THE INVITATION

Ask for a yes, not a call to discuss. About 40 minutes, recorded online.

2 **Get the release** — 02 THE GUEST RELEASE

With the invite or the briefing, before you record. An "I agree" by email is enough for most shows.

3 **Brief** — 03 THE BRIEFING

The topic, three or four questions, the link and the setup. Not the whole list.

4 **Record** — 04 THE QUESTIONS

One decision at a time. Follow up when the guest names something specific.

5 **Thank and share** — 05 AFTER THE RECORDING

The same day. Then the episode, their clips and their name on your guest page.

## Who to invite

### Buyers

The people you would like to sell to. The invitation itself opens a door.

### People your buyers trust

A revenue manager, a head of HR, a director with a story to tell.

### Your own customers

Talking about what changed in their work. Keep it about them, or it becomes an ad nobody finishes.

01 · TEMPLATE

# The invitation

Keep the invitation short. Say why this person, what the conversation is about, how long it takes, and what they get afterwards. Ask for a yes, not a call to discuss, and end with a way to say no.

Subject: Guest on [show name]?

Hi [first name],

I host [show name], a show for [who listens] about [topic]. I'd like to have you on as a guest to talk about [what they did, in one line].

It's a conversation of about 40 minutes, recorded online. No slides, and no preparation beyond a short briefing we send you. You can pick a time here: [booking link].

Afterwards you get the full episode and your own clips to share.

Would you be up for it?

[your name]
[role, company]
[company postal address]

Not for you? Reply "no" and you won't hear from me again.

## EMAIL OR LINKEDIN?

An invitation to a business contact can count as marketing email, even when it is about a podcast. In the US, CAN-SPAM makes no exception for business email: say who you are, include a postal address and offer a way to opt out. In the UK you can email a company, but sole traders and partnerships count as individuals. In the Netherlands, Germany and the rest of the EU the rules for unsolicited email are stricter, so there we invite through LinkedIn and our own network. This is how we work, not legal advice.

02 · TEMPLATE

# The guest release

Replace the parts in square brackets. This is a starting point, not legal advice: if your show is in a regulated field or you plan paid ads with guests, have a lawyer look at it.

GUEST RELEASE

Show: [show name], produced by [company name] ("the show")
Recording date: [date]

I agree to take part in a recorded conversation for the show. I agree that the show may:

1. record my voice and image during the conversation;
2. edit the recording and publish it as an episode on podcast platforms, YouTube and the show's website;
3. use parts of it as clips, quotes, quote cards, a transcript and a written article, on the show's website and social channels, also to promote the show;
4. use my name, job title, company and the photo I provide with all of the above.

I take part without payment. The show owns the recording.

If I want a part taken out, I tell the show within 7 days after the recording, before the episode is published. After publication I can ask the show at any time to remove a clip or a quote.

The show uses my personal data only for the purposes above and keeps it in line with its privacy statement.

Name:
Job title and company:
Email:
I agree (signature, or reply "I agree" by email):
Date:

## WHEN TO SEND IT

With the invite or the briefing, before the recording. An "I agree" reply by email is enough for most shows; keep it with the recording. Ask again if you later want to use the recording for something new, such as an ad.

03 · TEMPLATE

# The briefing

One email, a few days before the recording. Send the three or four questions you plan to open with, not the whole list: a guest who sees every question in advance tends to rehearse.

Subject: Your recording for [show name] on [date]

Hi [first name],

Thanks for saying yes. Here is everything for [date, time and time zone].

The topic: [one line]

What I plan to ask:
1. [question]
2. [question]
3. [question]

It takes about 40 minutes. Join here: [recording link]

Before we start:
– Headphones on. Wired earbuds are fine.
– Laptop on power, other apps closed, notifications off.
– A small room with soft things in it, like curtains or a sofa.
– Light in front of you, camera at eye level.
– Stay in the session after we stop, until the upload is done.

Please reply "I agree" to the guest release below before the recording.
[guest release]

Talk soon,
[your name]

**WHY ONE TRACK PER PERSON**

When every voice is on its own track, the editor can lower one person's level, remove a cough or cut someone talking over the other, without touching the rest. On one mixed track, every fix hits everybody.

04 · TEMPLATE

# The interview questions

Replace the parts in brackets, keep the questions that fit your guest, and drop the rest.

### OPENING

- What does a normal week in your job look like?
- What were you brought in to fix when you started in this role?

### THE DECISIONS

- What is one decision from the last year that changed the numbers?
- What did you try first that didn't work?
- How did you get the team, or the owner, to agree?
- What did it cost, in money or in time?
- Which number told you it was working?

### THE DISAGREEMENT

- What does your industry get wrong about [topic]?
- What advice do you hear a lot that you would not follow?
- Where do you disagree with your own peers?

### THE LISTENER

- What would you tell someone in your role who starts on this next week?
- What would you do first with half the budget?

### CLOSING

- What are you working on now that you can't stop thinking about?
- Who should we have on the show next?
- Where can people find you?

### WHAT MAKES A QUESTION WORK

- It is about their work, not your product. "How did you..." gets more than "What do you think of...".
- One decision at a time. A question with two parts gets half an answer.
- It leaves room for specifics: a number, a date, a tool, a team.
- It is open, never yes or no.
- It is short. If you need a paragraph to ask it, the guest needs a paragraph to decode it.

# A rehearsed answer is the one you can't quote.

SEND THREE OR FOUR QUESTIONS IN ADVANCE, NOT THE WHOLE LIST.

## Three follow-ups that work on almost anything

01 **What did that look like in practice?**

02 **Which number changed?**

03 **What would you do differently?**

The prepared question opens a topic; the follow-up gets the answer. Listen for the moment the guest names something specific, and stay there.

05 · AFTER THE RECORDING

# Give them something to share.

Thank the guest the same day, and send the episode when it goes live. Then give them something to share. A guest who shares the episode takes it to exactly the people you want to reach.

WHAT EVERY GUEST GETS ON FUTURE OF HOSPITALITY

- The full episode on YouTube, Spotify and the site
- Their own clips and Shorts
- Their name and photo on the guest page

THE KIT IN NUMBERS



**40** min

to ask for in the invitation



**3** or 4

questions to send in advance



**7** days

for the guest to ask for a cut



**146** guests

on Future of Hospitality, across 131 episodes



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