

Episode 152: How To Prep Your Speaker For Their Interview

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The outcome of your interview depends on YOU the summit host, not the speaker. Don't leave your success up for chance. Own it using these strategies I'll cover today to prep your speaker!

Happy birthday to me. Happy birthday dear Mark, happy birthday to me. Yay!

Ok, today's not my birthday, but it did just happened yesterday. So I figured I'd go ahead and celebrate with you my summit tribe and let you know what I wished for when I blew out the candle is that your summit absolutely crushes it!!

That's my whole goal is to give you the resources, training, tools and knowledge you need to get your message out to the world.

This month we are doing a special training series for all of you. Called Interview Like A Pro. The success of your summit depends on the IMPACT of your interview. So it is SOOOO important you get some specialized training before jumping into your summit interviews.

That's why we are kicking off this amazing training series for you for free during this month. You can check it out here:

<https://www.interviewlikeapro.com/>

In this training we will cover the Perfect Intro, how to prep like a pro, the summit story arc, and the complete Interview Flow.

But in addition to those special topics which you absolutely must have in your interviews, I also want to talk today about another important topic related to interviews.

And that is how to prep your speaker. Most people think that a good interview depends on your speaker. That is false. 70% of the outcome of your interview depends on you the summit host not the speaker.

So let's talk about a few things right now that will help you prep your speaker.

. (Let's get started)

- Preparation
- Research
- How to prep the speaker

- Pre-Interview Checklist

First let's start off by defining a few things about interviews!

- **What are the different types of interviews?**
 - Traditional Q&A Interview
 - Pro: Easier to get speakers, you have control, build relationships
 - Cons: so many of these, depends on you to make it great.
 - Presentation Based Interview
 - Pros: Much easier for host. More perceived value
 - Cons: Less speakers agree to it, can't control outcome, no relationship
 - Hybrid Presentation
 - Pros: higher value, relationships, more engaged, less reliant on host
 - Cons: less control of the content
- Specialized Interviews: (AKA – DocuSummit, Debate, Panel, etc)
- **What is a good interview?**
 - High Value, Educational, New Information
 - Entertaining – Emotional reactions (happy, funny, sad, controversial)
 - High Quality – Audio, Visual, Set up, Background/noises minimized
 - A great interview is on 30-40% dependent on the speaker. 60-70% of a great interview is based on the host.
- **Ways to improve your Interview**
 - Be different in how you do the interview, don't be boring
 - Ask different questions
 - Pull new information
 - Be prepared & informed
 - Know your audience & always fight for them

Now let's get into the pre-interview information.

How to prep the speaker

A great interview is 60-70% host, but there is still 30-40% from the speaker. It's in your hands to ensure your speaker is prepped, informed and ready for the interview.

Even if your speaker bombed, you could still pull off a decent interview, however ensuring they are prepped & ready reduces that likelihood dramatically.

How to prep the speaker: Here is what you need to inform them & prep them on.

- Send Speaker the format of the interview. Make sure they are clear on it.
- Speaker Specific Info (Date & time & topic of the speaker)

- Speaker submits 5 talking points
- Prepare your speakers
 - (Send a video on how to be prepared)
 - Or send email with everything they need.
- Information page for the speakers to understand
 - Be efficient. Put all the information needed on a info page
 - Send it to all the speakers.
- What equipment minimums they need
- Any relevant talking points to prepare sent to them
- Do they Get to pitch/lead magnets/free gifts
- The Interview Specifics
 - What type of interview (presentation/hybrid)
 - Time Frame
 - What to prepare (PPT, visuals, nothing)
 - Offers (lead magnets, free gifts, promotions, etc)

It's your responsibility to make sure your speaker is prepared for success.

Pre-Interview Checklist

You should have some type of checklist to ensure you don't forget anything. Stuff happens, craziness pops up, a checklist keeps you from ever forgetting something (like hitting record, or your microphone being turned off).

If you don't have one, we have included one in the Interview Like A Pro training. So you can grab it for free there at interviewlikeapro.com

Also it's a good idea to send your speaker a checklist, it also makes you look professional.

We use the Pre-interview Checklist for the Host

And our special Pre-Interview Checklist for the Speaker

Using a checklist is smart & effective. The worst feeling is wrapping up an amazing interview to realize you forgot to hit record.

So this should now help you get your speaker prepped and ready to rock, because remember the success of your summit depends on the impact of your interview.

AND the outcome of your interview rests in YOUR hands, not the speakers. Own it, nail it, and get your message out to the world.

Be sure to sign up for that free interview like a pro training at interviewlikeapro.com

Thanks for hanging out with me today and I'll see you on the next episode.