



HOW TO BE A GREAT PODCAST GUEST

ONE: BE PREPARED FOR THE INTERVIEW YOU WANT TO HAVE

TWO: REMEMBER, THE QUESTIONS THEY ASK ABOUT THE BOOK ARE NOT ABOUT THE BOOK

THREE: BE PREPARED, NOT PRACTICED, PLASTIC, OR PROMOTIONAL

FOUR: DEFINE THE PROBLEM, BUT BE RELENTLESSLY SOLUTION-FOCUSED

FIVE: REFRESH YOUR MEMORY OF YOUR MATERIAL