

5 MISTAKES

To Avoid in a Podcast Interview

NO BREATHING



Be yourself. It is a safe place. No need to be worried or to ramble nervously. Relax. Speak with authority. Be clear, concise and confident. You're the expert. You are here having a conversation, not pitching a ridiculous infomercial.

Breathe and have fun!

NO PURPOSE

What is your brand promise? What is your message? What is the future you are trying to create for others? How are you changing the world of cannabis? Audiences are moved by purpose. Help them connect to yours.



NO TAKE AWAY VALUE



What is your super power? What advice, tips or tricks will you share so listeners will position you in their minds as an expert they can never forget. Focus on serving, not selling, and the audience will remember and respect you .

NO STORIES

Audiences are drawn to stories more than dry facts. Tell great, memorable stories. A few suggestions to build your brand is to have stories around you, your company's values, processes, quality standards, customer experiences, an extraordinary grow, wins, mistakes and lessons learned.



DISTRACTIONS



Use a quiet room without an echo. A small room with carpeting, bookcases and wall hangings dampens sounds nicely. No speaker phone. No holding the phone. If possible, use attached ear buds. You will sound warmer without crackling.