



Guest Resources

Interview guide to plan your podcast interview



What is a podcast?

- Radio of the 21st century
- Audio File
 - MP3 (audio only) or MP4 (audio + video) format
- Downloaded or streamed
 - Wifi or cell
- On any device
 - Smartphone, tablet, PC, vehicles via [Apple CarPlay](#) and [Android Auto](#)
- On-demand
 - Whenever and wherever you are
- Evergreen
 - Updated regularly, but past episodes are still accessible



What is Hello Tech Pros?

- 30-minute show
- Hosted by [Chad Bostick](#)
- For professionals who work with technology
- One-on-one interview with a featured guest
- Consistent topic-based format



Why be a guest?

- Promote your business, product or book
- Be recognized as an expert in your field
- Grow your personal audience
- Be a part of the conversation
- Help the listeners solve their business problems
- Provide listeners with examples of success (and challenges)



What are the topics?

- Career Development
- Product Development
- Business Development



How do the interviews work?

- Pick your topic
- We get it on the calendar (1 hour blocked)
- You submit 2-3 sentence bio
- Chad calls you
- [Skype](#) with external mic / headset is best quality
- Phone call if Skype is not available



Career Development sample questions

The goal of this chat is to determine how to grow your career.

- Intro / bio (I need 2-3 sentences before the show)
- Tell us a career development story from your past.
- What soft skills have been the most important to your career?
- What is the key to leadership?
- What do technical professionals need to understand that will help them develop their career?
- Share some parting words of wisdom.
- What is the best way for our audience to connect with you?



Product Development sample questions

The goal is to chat about the design, development and launch of your product.

- Intro / bio (I need 2-3 sentences before the show)
- What market does the product serve and what problem does it solve?
- Tell us about the inception and design process.
- What development methods and techniques were used?
- What has been the best marketing strategy since launch?
- Share some parting words of wisdom.
- What is the best way for our audience to connect with you?



Business Development sample questions

The goal is to chat about sales, marketing and management

- Intro / bio (I need 2-3 sentences before the show)
- What does Entrepreneurship mean to you?
- What is the best way to turn an idea into a business?
- How do you effectively scale a small business?
- What are the best marketing methods in your arsenal?
- Share some parting words of wisdom.
- What is the best way for our audience to connect with you?



Schedule your
interview!

hellotechpros.com/schedule