

Soul Design Strategy

Conscious F.U.T.U.R.E. Mastery

HOSTING A HIGHLY CONVERTING CONFERENCE

INTERVIEW CHECKLIST

- ☐ If you are new to conversations on zoom, **practice recording over zoom** with a "test subject" (a friend) to make sure that both speakers are recorded well, practice downloading it, converting, uploading to your website so that your process is streamlined. Get to know where all the buttons are in zoom.
- ☐ Test your internet connection. you might want to plug into your router for stability - hardwire your internet (vs wi-fi). Shut down all other open browser windows, notifications, etc. (you don't want to hear a "ding" in your recording because a new email came in).
- ☐ When recording, look at the camera (practice prior!) and not at the speaker.
- ☐ Have all the questions you might want to ask this speaker on a note to the side of your screen, so you can look at it while they are speaking and know what to ask next).
- ☐ Prior to pressing record, remind them to look at the camera (not you on the screen) - if they are missing this point, show them - point at the camera, get them to find it and look at it!
- ☐ Also, if there is anything in their background that you don't like or will mess up your branding, tell them! Ask them to move it, change it, or activate virtual background.
- ☐ Make sure you and them are at the same "size" - aka same distance from the camera. You don't want the video to look like you are giant and they are tiny or vice versa!
- ☐ Make sure their mic is good - if not, ask if they have the right mic active in zoom (sometimes people forget or it auto-resets to defaults and records on computer mic instead of their fancy plug in). Make sure they sound good enough!
- ☐ Chat for a few minutes to acclimatize your energies to each other. Make them feel comfortable by telling them what will happen when you press "record", like *"I remember what we talked about before, so I know what I want to ask you. At the beginning I always ask my speakers ___ so this is where we will start. We have about 30 min. and as we are about to wrap up - where there's about 5 min. left - what will happen is that I'll shift the conversation towards us talking about your free gift. you'll know that we're about to wrap up because I'll start asking about your free gift. You'll have a chance to talk about it, we'll promote it - you do NOT need to spell url to the gift, I will mention it in the show notes. Do you have any questions?"*
- ☐ You ask them "ready?" and press "record".

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- ☐ **Your INTRO is where you show your authority** - do NOT skip this! You are not there to erase yourself, you want to be highly visible (this is the whole point of the event!)
- ☐ You want to **create a set intro and repeat it every interview** (just like on a podcast, there is an intro playing that is the same for all episodes). This is for clarity of your authority and branding.
- ☐ Make sure to **position yourself as an expert** who is introducing the guest (but you are the leader here!)
 - ☐ Here is what you might say: *"Hello. I am ____ [your name] and I help/empower ____ [who] to ____ [what they want] by ____ [your unique method]. I want to welcome you back to the ____ [event name - you are saying "welcome back" because this will work on all interviews except the first one - so be clear which interview is your #1 and here you might just say "welcome to __"]. Today we have ____ ["awesome guest", "my dear friend and __", "my colleague who is __", etc.]. For the ones of you who don't know her, ____ [name of speaker] is ____ [pick relevant parts from bio]. I suggest you write it out, practice saying it over zoom again and again to get it memorized, and then repeat it with ease on each interview.*
- ☐ You **do NOT have to read their entire bio** - in fact, it works better if you condense their bio into 1-3 sentences that make sense for the interview and let them explain more of what they find relevant to the conversation.
- ☐ **Do NOT minimize your authority** in the interview! You want to not just be a questionnaire, you want to be an equal with an opinion. Yes, you want to make the guest look good, but feel free to add your insights, opinions, views, agree and state the reason or disagree and explain. The goal of the entire conference is that the audience sees a variety of experts speaking on the chosen topic but also gets to know you - your views, opinions, what you stand for. Feel free to "translate" what the speaker said to the audience in your own words (to make their statement clearer and to weave yourself in). **Be a unique individual**, don't erase your power - showcase it!
- ☐ After the interview, take good notes right away so you can write a promo email for that speaker that feels real and matches what you actually talked about (I would write it right there so it's done).
 - ☐ Here is what you might write: *"Hey, just jumped off this amazing interview with _____. She's the total master of ____ [from her bio but with your flavor]. The thing we talked about that stuck with me was that ____ so if you want to _____, make sure you tune in."* etc. Use some mystery in emails, don't give away the answers. You might want to say

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"You'll want to know why ____ said she was a mess when ____" or "____ said there was only one thing she could do when ____"

- ☐ You want to have an email pre-set and you just have to add the actual unique text per speaker. Alternatively, you can have your VA do this - give them the text right after each interview. The email then gets formatted with this text, image still from the interview or square promo image for the speaker, link is added to the speaker page, and email is scheduled in the mailer + post mirrored from the email and also scheduled in the FB/IG.

THINGS TO AVOID DURING INTERVIEW:

- Head nodding in agreement all the time (this will look annoying);
- Umms - focus when you're speaking, no long pauses (these will look unprofessional);
- Don't add "yes, I get it", "Totally/sure" etc. (it interrupts the speaker);
- Don't take obvious breaks away from the screen (like taking notes and not looking at the camera, or checking something else - no interruptions);
- Don't interrupt speaker's flow if they are on a good roll (but redirect if needed).