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✔ MESA Podcast Guest Checklist

✔ Do Your Research

- Listen to several previous episodes
- Note the host's style (conversational, academic, playful, etc.)
- Identify recurring segments (jingles, rapid-fire Q&A, ads)
- Learn about the audience (demographics, interests)
- Clarify why you were invited and what value you bring

✔ Get Prepped

- Request questions or conversation starters from the host
- Confirm the segment length
- Double-check technical requirements (mic, software, internet)
- Be available for briefings, run-throughs, and rehearsal if needed
- Remove jargon – keep content accessible
- Plan natural pause points for easier editing
- Focus your talking points on **relevance to the audience**

✔ Deliver with a Performance Mindset

- Treat the opportunity with respect – speaking is a privilege
- Channel nerves into positive energy
- Stay hydrated
- Switch off distractions (phone, email, messaging apps)
- Get in your speaking “zone” with a personal ritual
- Use vivid stories, analogies, and colour in your delivery

✔ Evaluate Your Performance

- Listen to the episode afterward
- Notice repeated phrases or habits
- Check: Did you sound positive and relevant?
- Ask yourself: “Was my content truly useful?”
- Apply lessons learned to your next podcast appearance

📹 Note on Video Podcasts

Remember: cameras are on you – maintain eye contact and body language awareness. Keep gestures natural, and avoid distractions in the background

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