

5 Gifts to Offer Interview Hosts

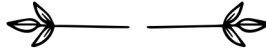


with Linda Goldfarb



5 Gifts to Offer Interview Hosts

- The Gift of Preparation
- The Gift of Engagement
- The Gift of Takeaways
- The Gift of Promotion
- The Gift of Thankfulness
- Bonus: The Gift of Prayer



#1 - The Gift of Preparation

“As a guest, it’s good to be prepared for your host’s interview style and not surprised by it.” Linda Goldfarb

Before you query a host or accept a requested interview

- Watch/Listen to three interviews close to your subject to be sure you fit.
- Prepare 3-5 Interview topics to offer multiple occurring interviews in a one-to-two-month timeframe.
- Prepare 3-5 talking points that equip their audience, and write out your answer to stay on target.
- Prepare an Interview Folder on your computer and include:
 - 25, 50, and 150-word bio (designate character# as well)
 - Current headshot options include vertical and horizontal
 - Give away options per topic
 - List of your fun facts

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#2 - The Gift of Engagement

“As a guest, when you focus on the host, they are more likely to focus on you.” Linda Goldfarb

- Remember the host’s name and use it - often.
- Incorporate the audience/people group in your conversation.
- Pay attention to what’s been asked- don’t repeat yourself, and don’t get ahead of the host-if possible.
- Always think Evergreen. The less effort it takes the host to repost your interview, the longer it remains available to their audience. Mentioning Dates, world issues, and seasons. Box in the interview

Write some evergreen topics below

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#3 - The Gift of Takeaways

“When the audience receives value from you, they consider you valuable.” Linda Goldfarb

Create useful, easily transferable gifts for the audience

- Lead magnet links - leading to a landing page on your website where audiences are asked to trust you with their name and email.
 - Lead magnets are a great way to add to your email database.
 - Have additional resources in place to provide them beyond the interview.
- Video (YouTube) links that pertain to your topic. Short videos in a playlist are great.
- List all your “active” social media links.
- Create a correspondence code word for the email subject line to relate to the interview - i.e. Your Best Writing Life

List podcasts you could guest on:

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#4 - The Gift of Promotion

“So whatever you wish that others would do to you, do also to them, for this is the Law and the Prophets.” Matthew 7:12 ESV

Write a list of locations you can share your interview

- Don't think about the numbers you can reach.
- Consider how wide you can reach.
- Use the memes the interviewer provides including hashtags and web links.
- Create your own memes reflecting quotes from your topic
 - Create these ahead of time
 - 2-3 for each topic you can speak on
 - Brand the memes to your website/book

List your active social media platforms:

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#5 - The Gift of Thankfulness

"Consider financially feeding into a *Budget of Thankfulness* throughout the year to be prepared for opportunities of gratitude."

Linda Goldfarb

Words of gratitude followed by tangible affirmations help you stand out to interviewers.

- If you gain a good response from an interview, you want encore invites to be back on.
- Cards and gifts within your budget
- Affirm the host by mentioning something they said that stood out to you during the interview.
- Include a reminder of additional topics you can offer their audiences.
- Send periodic cards/correspondence - Keep your gifts coming year-round to fit the needs of your audiences and help out your interviewer in the process.

List ways you can feed into a budget for cards, gifts, etc:

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#6 Bonus - The Gift of Prayer

"Prayer is a gift that keeps on giving throughout your lifetime."

Linda Goldfarb

Prayer is essential before, during, and after interviews.

- Pray for clarity and wisdom concerning YHWH's path for you.
- Pray for discernment. Which interview do you take or pass on?
- Pray for the host - wisdom, YHWH's agenda, and good health.
- Pray for your audience - ears to hear and hearts to receive.
- Ask others to pray during your interview for you, the host, and the audience.
- Pray for YHWH's favor and a positive response to your interview.

I pray for grace and peace from God our Father
and the Lord Jesus Christ to be upon you.

Linda 

LINDA GOLDFARB is an award-winning author of the LINKED® Quick Guide to Personalities series, international speaker, professional actress, podcaster, and audiobook narrator. She is a traditionally and independently published author who holds a board-certified advanced diploma in Christian life coaching. As the podcast host of Your Best Writing Life, Linda interviews industry experts weekly, keeping her current with all things writing-related.

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