

# PODCAST PREP. INTERVIEW CHECKLIST

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- Review previous episodes of the podcast to understand the host's style and audience expectations.
- Take a few moments before the interview to center yourself and calm any nerves.
- Ensure proper lighting and camera positioning for video interviews to present a professional appearance
- Close unnecessary applications on your computer to minimize potential technical issues during the interview
- Develop a brief, compelling introduction of yourself that highlights your expertise and background
- Identify key takeaways you want the audience to remember and weave them throughout your responses

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- Prepare stories or anecdotes that illustrate your points and make your message more relatable
  
- Show appreciation for the opportunity by thanking the host at the beginning and end of the interview
  
- Be open to improvisation and adapt to the flow of the conversation, even if it deviates from your prepared material
  
- Maintain a positive and enthusiastic tone, and remember to smile – it can be felt even through audio interviews
  
- After the interview, follow up with the host to express your gratitude and share any relevant links or resources

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Practice answering potential questions to become more comfortable with your responses:

- How would you briefly describe your business to someone unfamiliar with your industry?
- Can you share your journey of becoming a founder in the B2B SaaS space?
- What was the inspiration behind your product or service?
- How does your product solve a particular problem in the market? Can you provide a specific use case?
- What were some significant challenges you faced in the early stages of your business, and how did you overcome them?
- How do you differentiate your SaaS product from others in the competitive landscape?
- Can you share a story about a major breakthrough or success your company has had?