

## Passion Business Podcast - Interview Preparation

Thanks so much for agreeing to be a guest on the [Passion Business Podcast!](#)

I very much look forward to talking to you.

Please take a moment to read through this document and then go ahead and book a day and time for the interview that's convenient for you:

<https://ankeherrmann.as.me/podcast-interview>

I'm in Spain but chances are you aren't so please make sure you **select your timezone before choosing a time**. If you can't find a time that suits you please email me at [anke@ankeherrmann.com](mailto:anke@ankeherrmann.com)

To help you prepare here is what to expect:

- The interview will last for about 30 minutes
- We meet on Zoom at the agreed time (if you haven't used Zoom before don't worry, it's easy, like Skype but more stable. Download the instructions [here](#))
- After a quick chat to relax and settle in I'll start the recording, so we'll take up about 45 minutes of your time in total.
- As soon as your episode is published I'll send you the link for you to share with your audience. I release one episode a week and usually have quite a few recorded, "in the queue" to be published, so it'll be a while - that doesn't mean I've forgotten about you!

It's a casual conversation with a little bit of structure:

1. I'll briefly introduce you and give you a moment to say hello
2. I'll ask you to share where you're from/where you live and what your business is.
3. I'll ask you to share how you got started and to share the journey that has taken you from there to where you are now. This is where we'll spend most of our time, allowing the conversation to go in whatever direction it flows.
4. I'll ask you to share where you're headed going forward. This is the time for you to share your plans and to promote anything you'd like to promote.
5. We'll wrap up with something along the lines of "If you could give someone starting out just one piece of advice what would you tell them?"

To get a sense of what to expect go to [passionbusinesspodcast.com](http://passionbusinesspodcast.com) to listen to previous episodes.

## What I'll need from you

### To prepare for the interview:

If we haven't connected before, in "real life" or on a zoom call **please email me** ([anke@ankeherrmann.com](mailto:anke@ankeherrmann.com)) a summary of your business story - what you're doing, what got you started, what motivates you, where you're headed, which aspect of it you feel would be most interesting for the listeners (aspiring and experienced passion business owners).

### During the interview:

- Please make sure you're in a quiet space.
- Please use headphones (simple ear buds are fine). They reduce the echo and any background noise, i.e. improve sound quality (after all, no matter how interesting our conversation is, it's no good if people can't hear us :-)

### In order to prepare the show notes:

- A headshot
- A short bio (max. 200 words)
- A link to your website (or landing page, social media accounts, or where ever you want people to go and find you)
- A link to any offers/freebies you'd like to promote

Please email to [anke@ankeherrmann.com](mailto:anke@ankeherrmann.com). It's not necessary to send headshot, bio and links before the interview but I will need them in order to edit and publish your episode so please send them shortly after the interview at the latest.

### In order to promote the episode:

In preparation for its launch, in order to ensure maximum exposure, please (if you haven't already)

- subscribe to the Passion Business Podcast and leave a review on iTunes (if you feel it deserves it of course :-)  
<https://podcasts.apple.com/es/podcast/passion-business-podcast/id1459042688>

- send me a friend request on Facebook  
<https://www.facebook.com/herrmann.anke> so I can tag you
- like my Facebook business page  
<https://www.facebook.com/ankeherrmanncoaching>
- send me a connection request on LinkedIn  
<https://www.linkedin.com/in/anke-herrmann/>

That's it :-) If you have any questions please just ask.

Here is that link to book your interview again:

<https://ankeherrmann.as.me/podcast-interview>