

# Enlightened Listbuilding

Build Authority, Increase Visibility & Position Your Message Powerfully!

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# Host a Sizzling Expert Interview

## OBJECTIVE

This is the moment you've been planning for, the cool conversation that you'll host with your Expert Speaker. Use your expertise, with your tribe's problems and solutions, to position you delivery an extraordinary experience and allow your Expert to shine!

## MODULE OVERVIEW

Get ready to take your Expert Interviews to a new level of engagement. Learn how to create an experience; it is the BEST marketing you'll EVER do! Discover how to host a 'cool conversation' that generates income and grows your list authentically. Create an Experience That SELLS, So You Don't Have To.

1. **Pre-interview Checklist.** Ensure that you have theses 3 elements covered before your call. Plus, the three things you must do before your interview goes live.
2. **Interview Reminder Email Template.** Send your JV Partner the call-in information and confirm the date and time of the interview.
3. **Expert Interview Script.** Follow this format for your interview and you're guaranteed engagement not only from your Expert, but your listeners too!

## ACTION STEPS

1. Create your Instant Teleseminar Event. Insert your affiliate link for the speaker offer.
2. Draft and queue your post-interview broadcast. It should include your Speaker offer and the replay link to the call.
3. Send reminder email to Speaker, with host dial in information.
4. Prepare Interview Worksheet to create a launching pad for a juicy conversation..

These can all be accessed on [6 Module](#).

## THE ART OF EXPERT INTERVIEW

There is an art and a methodology to hosting an Expert Interview that helps you grow your business. Here are some of the must have elements for one of the most powerful business building strategies.

In any Expert Interview there is a synergistic collaboration that takes place to create an experience that benefits all participants:

1. **Your Listeners** who come to the call and invest their time, even if it's a free call, because there is relevant content that they're eager to learn.
2. **Your Expert** who partners with you on the call to deliver great content and to connect with a new community that can benefit from their experience.
3. **The Host** whose role it is to create an experience where listeners get a taste of the Expert's mastery.

Though Expert Interviews are pretty popular, not everyone excels at creating an extraordinary experience. And make no mistake, experience sells not information! Here are some of the common characteristics found in masterful hosts:

- ✓ Willingness to put aside your fears, take action and course correct along the way.
- ✓ An innate and insatiable sense of curiosity and fascination with people. Whether your style is Colombo or Clouseau, you want to know, clarify and understand!
- ✓ An ability to be fast on your feet and adapt quickly. Anything and everything can happen on an interview.
- ✓ Love of learning! You are a life long learner, voracious reader and student of life.

The most important thing is your willingness and desire to host a conversation that creates an extraordinary experience and tremendous value for all involved. When your intentions come from a place of service, from your heart, it supersedes any of the

logistical and technical interview elements. After all, it's the person to person connection which is most treasured AND lasting.

Really masterful hosts distinguish themselves by the quality of their preparation for the Expert Interview and the kind of experience that they deliver. You don't get to experience deep insights and breakthroughs from skimming the surface.

Listeners want to be pulled into a delightful engagement where breakthroughs in awareness occur and they experience possibility. There's nothing like a fulfilled promise to convince someone that they CAN take action. That only occurs when you plumb the depths of your Expert's deep wellspring of experience and know how, and your listeners are partners in a transformative event. Here are some things you can do to lay the groundwork for magic to happen.

## HOW TO PREPARE FOR YOUR EXPERT INTERVIEW

Much of the essential research on your Expert can be accomplished through the power of a simple search engine. Google is your friend. Make sure to do your homework and find out as much about your expert, their work, and specifically, your topic.

Nothing impresses, or pleases, an Expert more than to know that you have done your research. Check out their blogs, books, and social media pages. Use [Twitter's Search](#) to see what they're posting. If they've written a book, read the preface, the introduction, the first chapter and skim the book for pertinent facts. Follow these three simple steps to feel 'top of the world' when hosting your Experts:

### **Step 1. Complete Interview Sheet.**

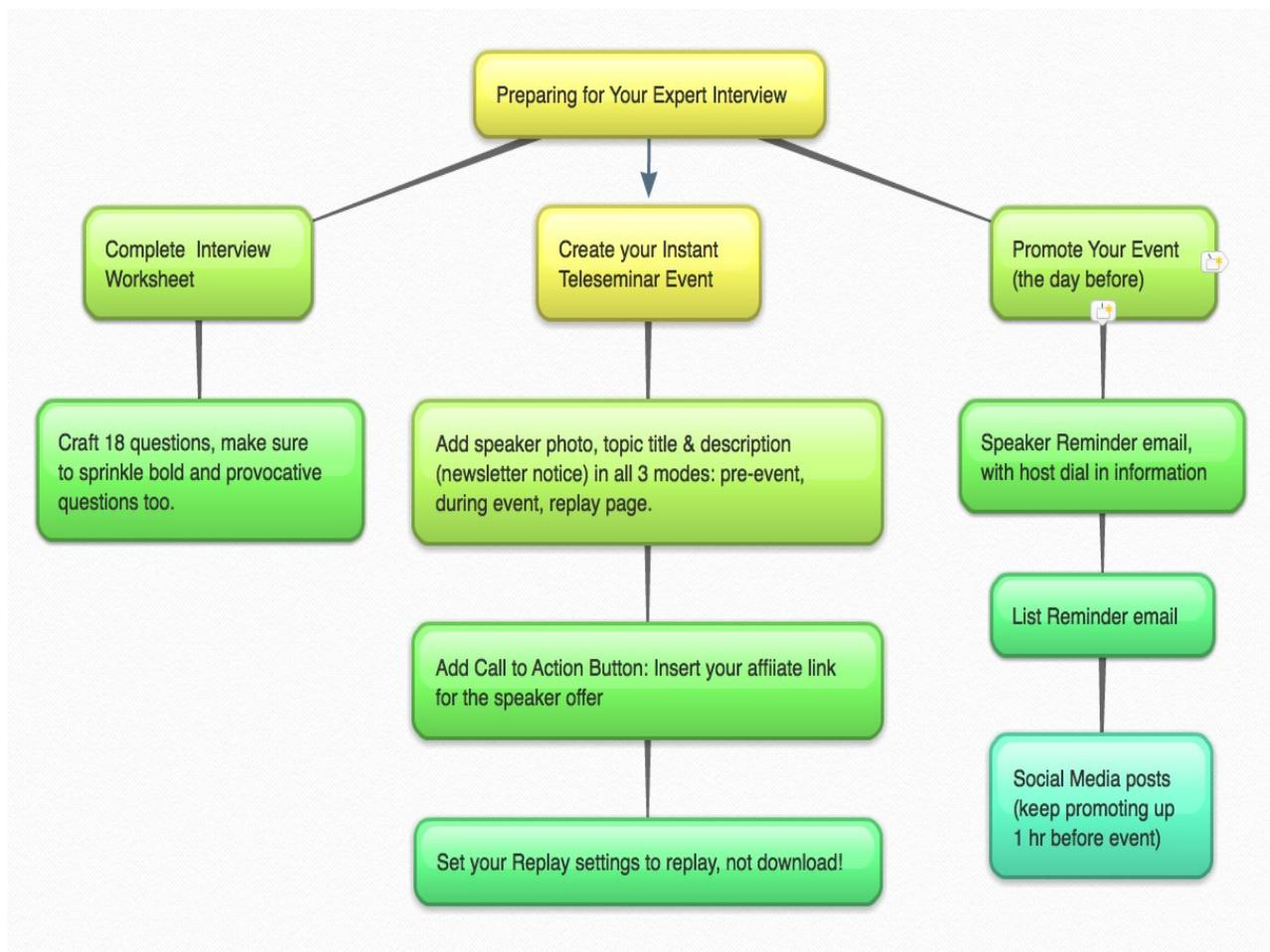
- ✓ Craft plenty of bold and provocative questions. Having an abundance of questions ensures that you'll have plenty of material and be relaxed. Use your questions as a scaffolding. Don't be afraid to go off the page. Often the juiciest questions will arise from the conversation!

## Step 2. Create Your Instant Teleseminar Event.

- ✓ Add speaker photo, topic title & description (newsletter notice) in all 3 modes: pre-event, during event, replay page.
- ✓ Add Call to Action Button. Insert your affiliate link for the speaker offer.
- ✓ Set your replay settings to replay, not download!

## Step 3. Promote Your Event (the day before)

- ✓ Send your speaker a reminder email with all dial-in information.
- ✓ Send your list a reminder email with all dial-in and webcast information.
- ✓ Promote through social media up to one hour before the event.
- ✓ Send follow-up broadcast to promote your replay and speaker offer.



## YOUR INTERVIEW CHECKLIST

Here are some tasks that you'll want to take care of before you host/broadcast your interview:



## 5 BIG MISTAKES TO AVOID ON YOUR EXPERT INTERVIEW

Your listeners will forgive just about anything once, especially if you're well intentioned. However, at a certain point in your business you do want to create an experience of confidence and credibility. It is the foundation that is required to build the treasured trust with your listeners and your experts. Here are 4 mistakes you'll want to avoid:

- ✓ **Don't forget to check your technology!** Get on the brideline 20 minutes before the call to check your technology. You don't want to experience any surprises at the top of the hour

- ✓ **Don't leave the bridgeline unattended.** Do ask your virtual assistant, one of your colleagues, or even a client to greet your listeners before you take off to set up your recording. Arrive on your bridgeline 10 minutes before start time to greet your listeners and 'warm up' the interaction. If it's a business related call have listeners introduce themselves with name, where they're from and their website. Remember to invite the webcast listeners to check-in.
- ✓ **Don't try to insert your expertise at every opportunity.** Allow pauses and afford your expert time to collect and deliver their content. You are there to make your expert shine.
- ✓ **Don't follow a scripted interview with questions and answers .** It will come across stilted and phony and your audience will know it. Do have a scaffolding of questions and feel free to dive off the page and follow your expert's lead into juicy conversation.
- ✓ **Don't target EVERYONE .** Do narrow down to a specific niche. People get to know you through the quality of your interviews and topics. If you're all over the place you'll never get to know the folks in your Tribe and get to the deep questions they're wanting the answers to and you won't be able to showcase experts that can truly help them.

Here's the thing, every masterful host has made the above mistakes, and probably more! Don't worry about being perfect. Perfection is a continuum. You'll hone it down. Don't try NOT to make mistakes. Get out there and fail fast and then you'll get better. It's ONLY in stepping out and doing the Expert Interviews that you will come to know how YOU do Expert Interviews.

## HOW TO ROCK YOUR EXPERT INTERVIEW

Great hosts are not only confident in their ability to connect with their listeners, and elicit their Expert's brilliance, but they know how to put everyone at ease and create an

environment of receptivity. It's in this relaxed flow that extraordinary conversations occur and your Expert reveals a wealth of valuable content, as well as elicits a-ha's for your listeners.

1. **Take on the persona of your audience.** Sense the lack in what the audience may be misunderstanding. You'll have a good sense of what your audience wants to know through your previous offers, questions that come through email, your blog comments, and social media posts. Make it a point to be in consistent interaction with your Tribe so that you know what they need to know.
2. **Bring your sense of self to the interview.** Don't hide your personality or your quirky self. Allow that accent to surface and those peals of laughter to ripple. Let the real you 'out of the bag.' The more interviews that you host the more the 'real you' surfaces, and that's what differentiates your interviews. It takes a LOT of interviews to get to this level of comfort.
3. **Connect to your listeners.** Give your audience a chance to contribute, to interact with you. It's in hearing and voicing their questions that they'll be able to identify with you and what you have to offer.
4. **Trust your relationship with your Expert.** Acknowledge the heart connection you share to be in service to your listeners. The quality of your questions dictates the depth of your content. Some of the juiciest questions arise because of the caliber of your connection.

These experiences create tremendous trust and are a win-win experience for everyone. And that energy you feel before the interview, sometimes labeled fear or nervousness, is energy. Re-frame it as excited anticipation and know that without it your interview would be flat. Use a centering technique to create a state of instant relaxation. Realize that you're creating an experience and the energy you feel is excitement.

## What personal, signature-style elements can you include to 'own the call?'

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### CREATE AN EXPERIENCE THAT SELLS, SO YOU DON'T HAVE TO

Leave your listeners with a good feeling. People don't buy if they're mad or upset. They want to feel good as a result of the experience. You do that through the quality of the questions you ask and the content that you're eliciting from your Expert. If it's only 'buy my stuff' you're not going to do well. You've got to give before you can receive.

Here are 4 must have elements that create an experience that sells:

- ✓ **Create an Extraordinary Experience.** You've got to elicit good feelings. Create an intention that you will host an extraordinary experience. Connect to your listeners and Expert authentically.
- ✓ **Deliver Great Content.** Nothing is as riveting to a listener as a call that delivers generously on the content. No one wants to attend a sell-a-thon. It's in sharing abundantly that your listeners get that there is SO much more to know.
- ✓ **Accentuate the Gap for Your Listeners.** You need to create an direct experience for listeners of the gap that exists between where they are and where they want to be. If you've done a good job , with the quality of your questions, your audience will know that this is just a fraction of your guest's expertise and they will naturally want more.
- ✓ **Make Your Offer Congruent with Your Topic.** You can't host a call on joint venture partnerships and sell a product on self care. Make sure that your topic and offer are in alignment.

When you have created an extraordinary experience, deliver good content and you make an offer that's congruent with your topic, then people will purchase. If you follow these guidelines, you'll create an engaging conversation that converts listeners into fans and fans into customers.

What kind of experience will you create for your listeners?

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## INTERVIEW CALL TEMPLATE

### PRE-CALL:

- ✓ **Greet participants.** Get interaction going on the bridgeline and the webcast. Mention them by name.
- ✓ **Remind them to submit questions.** of the Q&A portion. Ask them to submit questions now.
- ✓ **Invite them to share on social media site.** "If you hear any tips, experience any a-ha's, or you'd like to keep up with the online conversation please visit <http://tweetchat.com>, enter the hashtag #[ ] and post your comments."
- ✓ **Announce when the call begins.** Top of the hour announce that the call will begin.
- ✓ **Start your backup recording (Audio Acrobat).** Leave someone else to greet, while you do this.
- ✓ **Prepare to record on Instant Teleseminar.** Change to lecture mode on your Instant Teleseminar Control Panel and begin recording.

**WELCOME/CHECKIN:** Greet your callers with your welcome message.

Here's an example: *"Welcome to the Enlightened Listbuilding Cafe, where we share tried and true strategies for conscious entrepreneurs to share your message, build your tribe, and generate income. This is Adela Rubio, with Enlightenedlistbuilding.com, joint venture strategist and conscious*

*business mentor. Thanks for joining us today! Would anyone like to check-in?"*

**EXPERT INTRODUCTION:** Story of how you met. A brief bio of 3-4 sentences.

**TOPIC INTRODUCTION:** Overview of call topic and promise, should include specific results. 1-2 sentences

**COOL CONVERSATION:** Draft 18 Questions

**CLOSING/OFFER:** Closing statement positioning problem and call results. Include a personal endorsement of their work, if you have it. Lead into the offer below...

*"[Expert Name] I know that you have a program coming up on [problem], can tell us about it?"*

Things to be aware of during the call...

- ✓ **Time.** If it looks like you're running over, add 15 minutes to your event time. Your webinar portion will end if you don't!
- ✓ **Q&A.** Make sure that you're including your webcast folks in the conversation. Check the Q&A tab for comments, questions, etc. Make sure that when you share you include their name, and where the person is from.

See the template under Resources.

## FOLLOW UP AFTER THE INTERVIEW

After the interview you'll want to follow up with your listeners by sending an email. Here are the elements to cover:

1. **Interview Promise.** Position the problem and the promise of the Interview.
2. **Offer Details.** Brief description of the offer. Include any deadlines, coupon codes and a link to the offer page.
3. **Replay Information.** Include the link to the replay and when it comes offline.

See the template under Resources.

**RESOURCES**

[Interview Worksheet](#)

[Interview Reminder Email to Speaker](#)

[Interview Reminder Email to Subscribers](#)

[Follow up Email to List, with replay and offer](#)

How to Rock Your Expert Interview (audio)

[Webinar](#)

**EXPERIENTIAL ASSIGNMENT**

**Review Your Interview Questions By Your Power Pal.** After you draft your bold, provocative and curious questions, run them by your Power Pal and get their feedback..