

Interview Checklist for Guests

Your camera is:

- in landscape position
- positioned about same height as your eyebrows (*looking down into a camera: not a good look*)
- set far enough away that your face, shoulders and upper chest are visible

Your microphone is:

- the best mic you have available (*your laptop or earbuds microphone is not adequate for podcast recording*)
- pointed towards you
- unobstructed

Your light:

If you can harness natural daylight - that's simplest and most effective. If not, using indoor lighting can work, as well. Make sure your light source is:

- directed straight on your face to avoid shading or over-exposing one side of face. This creates a less flattering visual
- coming from either face height or slightly above or below that. (*overhead light accentuates any eye bags or wrinkles and under-lighting unflatteringly accentuates the neck, jaw, and darkens the eye sockets*)

Your background is:

- uncluttered
- will not visually distract the viewer from YOU
- is not more brightly lit than you (*this tends to put you in semi-silhouette*)
- is understated, neutral-to-attractive
- represents the YOU you want to put forth to the world

Your talking points:

- you know what your goal is for the interview (the thought and image you want viewers to come away with)
- you know the general sequence of topics that will lead there
- you have already thought through any general questions about yourself, like "why did you do that?", "how do you do that?", "what made you choose that/the path you're on?"

Your tone:

Please relax, knowing that MY job is to position you as the expert, the hero - the awesome person that you are. YOUR job is to bring your wonderful authentic character that your clients, audience, students and/or friends love. It is your natural passion for what you do that makes you special. Don't worry about hiding that to appear more serious, professional or more intelligent; all that will naturally shine through. People want to see the real you - and so do I!

