

Invite A Guest Worksheet

Use this worksheet to ensure you are booking a guest that naturally fit your goals, needs and promotional plan.

Room topic

Goal or objective of the call:

Main takeaway you want attendees to understand:

Voice / Tone your audience responds to best:

Types of products / services that would be a natural fit for promoting during the event.

What are your expectations for the speaker?

- Do they need to draft their own presentation notes?
- Will you provide re-written questions?
- Will they be required to oversee inviting people on stage to speak?
- Are they required to promote the room/event, before, during or after?
- _____
- _____
- _____
- _____

What type of guest speaker are you looking for (check all that apply)?

- A generalist who can draw from experience but may not know as much about the overall industry.
 - An expert in the industry who can dive deep into that part of the topic.
 - Someone who can reinforce the theme of the podcast.
 - Someone who can attract a bigger audience.
 - Someone who can attract a more relevant audience.
 - Someone who can generate a bigger ROI.
 - A professional speaker
 - Someone who can provide fresh ideas.
 - Another type of person
- _____
- _____
- _____

Consider your own views on the topic. Are you looking for:

- Someone who can debate with you to show both sides of a topic.
 - Someone who aligns with your thoughts and opinions.
 - Another type of person
- _____

What's most important to you?

- To find a speaker who can bring valuable content to the table.
- For the speaker to be able to entertain, engage, and wow listeners.
- Another type of person

Example: The expert may be able to talk in-depth about the industry, but he/she may have a more technical or scientific mind and therefore may not be as engaging or upbeat as you'd like.. On the other hand, a lesser-known speaker may not be able to talk as in-depth on the topic but may bring the wow factor to the call.

What types of speakers will be most relevant and will appeal most to your audience?

What is your audience's expectations?

- Do they want light-hearted, amusing information?
- Are they looking for no-nonsense advice and clear calls to action?
- Do they respond better to storytelling style information or do they prefer facts and statistics?
- Do they like young forward thinkers or old timers with solid strategies?
- _____
- _____
- _____

Who else is talking about them and what are they saying?

Choose a guest who:

- Aligns directly with the purpose of the event as it keeps the topic relevant and engaging.
- Has the know-how to provide valuable information in a way that resonates with your audience.
- Is up-beat, inspiring and enthusiastic about the topic.
- Is current on emerging trends and practices even if they still use tried and true methods.
- Can provide fresh insights and perspectives to the topic.
- Can provide something unique or new.
- Can offer something with vision that leaves listeners excited.
- Can reinforce the key takeaways you want your audience to have.
- Has authentic experiences to share.
- Can educate without boring the audience.
- Is a natural at engaging the audience.
- Can provide a motivational and actionable take away message.
- Is budget-friendly (if you are paying for guest speakers).
- Can adapt or tailor their presentation to meet your needs.
- Is relevant to the topic and theme of the podcast.
- Targets a similar audience and who, when promoting, will drive more listeners to the call.

Tips for helping choose the right speaker.

- Watch or listen to them speak. If you cannot do it live, look for a presentation or replays of ones they've given in the past.
- Read some of their written work. This could be from their website, blog, social media, etc. Look at the quality and suitability of the work. Does it meet your needs?
- While checking their social media sites....
 - Look at how active they are.
 - Check the style and tone of their posts.
 - See what they have promoted in the past and how they respond to those they've connected with.
 - Are they engaging, inspirational, upbeat, and accurate in what they say?
 - Do they seem knowledgeable?
 - Do they back up what they say with proof?
- Have a conversation with them. This is best done over the phone or through Skype or other service. Ask questions, let them tell you about themselves, their relevant experience and knowledge, etc. Listen to the phrasing they use and how they present themselves to you.
- Ask for references or look at their testimonials and then try to contact those people to get more feedback.