



## The Coach's Journey Podcast – Information for Guests

Thank you so much for agreeing to be a guest on the Coach's Journey podcast! This is a short document to hopefully answer all your questions about taking part, but of course if you have any more just let me know.

### What is the Purpose of the Coach's Journey Podcast?

I think that the reason that podcasts have become such an enormous medium (Joe Rogan, one of the most successful podcasters, reportedly gets 150million downloads a month) is that they allow us to be part of the conversations we wish we had more of in our lives.

In the coaching community, many coaches wish they could be part of more frank, honest, open conversations about life as a coach: how to successfully grow a business, how to cope with the stresses and strains, and everything in between. Creating those conversations and sharing them is, essentially, the aim of the podcast.

I experienced the value of these conversations when I was first starting out as a coach: conversations I had with four or five experienced coaches were fundamental in me creating a successful coaching business. And, I've seen this as time has gone on and I have developed an audience of coaches: they love to hear the realities and intricacies of how I've dealt with life as a coach, and my stories about how others I know have dealt with those things.

The podcast began with a series of fortnightly interviews shared in late 2019 and early 2020, with guests ranging from relatively new coaches with only a few years' experience to those who have been coaching for 20 years or more. The flavours of those conversations vary according to each guest, their story and their experience.

### What do you need to do to prepare?

Essentially nothing! The aim here will simply be: have a great conversation about coaching and running a coaching business. We will use your story as a starting point to do that: how you got into coaching and how you have developed your coaching work over time. We will let the conversation flow and see where it goes! One way to get a feel for how this works in practice is to listen to a previous episode or two.

Having said that, here are a few things that I need to ask you to send across:

- A **photograph** of you that I can use for marketing the podcast (ideally head and shoulders only and high resolution).
- A **biography**: whatever you have handy. I will use this partly to introduce you in the episode and also on episode descriptions/websites.
- Answers to these four questions:
  1. Are there any **parts of your work** or **what you are working on right now** that you particularly want to cover in the discussion?



2. What **websites** or **social media** pages would you like me to link to in descriptions/shownotes?
3. It may be particularly interesting for some listeners to hear us talk about things like: how you **structure** your coaching engagements with clients, **how much you charge people** and for what, and **how financially successful your business is**. How happy are you to talk about these things? Is there anything you would prefer we left **off limits**?
4. What **FIVE things** would someone who knows your journey really well tell me to ask you about?

Please send all those things across at least 24 hours before we record.

## Technical Stuff

We will hold the conversation on the video-calling platform Zoom. I will send you a calendar invitation containing a link to join the meeting and also to download Zoom, which is free. Please follow the link and download Zoom before our call.

As we are meeting online there are a few things to consider:

- **Internet connection.** Please make sure you have a reliable Internet connection for the call. It can sometimes be best to plug your computer directly into the router via a cable if this is possible. If you regularly hold Skype or video call sessions with no technical problems, then that will be fine for Zoom.
- **Headphones.** Depending on the device you are using for the call (phones, laptops and tablets all work well with Zoom) there can sometimes be an echo on the call. The best way to avoid this is to use headphones of some kind if possible.
- **Microphone.** If you have a microphone which is of a higher quality than the one in your device, I would appreciate it if you could use it to give us the best quality audio for the call we can. If you don't, don't worry about this!

Please feel free to ask about anything above and I will help if I can, but we will have plenty of time in the recording to test the arrangement and as long as people can hear us then I'm not too worried!

## On the Day

Broadly: we will keep going whatever happens apart from serious tech problems. We won't go back and edit things: all of us say things that don't make sense sometimes and it's fine for that to be part of the recording. If there is a serious tech problem I will stop us to resolve that and if there is something which happens which really needs editing then of course that is possible.

You will need to hold 2.5 hours for the recording. This will give us time to check our tech setup and to have plenty of space to let the conversation unfold. Broadly, episodes are between 60 and 120 minutes, with most between 90 and 120 minutes. My intention is to let the rhythm of



the conversation dictate the ending, but certainly not to go on beyond the appointment we put in the calendar.

### **How will the recording be used?**

I will upload an audio recording of the podcast to a number of podcasting platforms including Spotify and Apple Podcasts, and to [www.thecoachsjourney.com](http://www.thecoachsjourney.com). I upload video versions of some episodes to YouTube.

Each episode will receive a small amount of editing, but my intention is to release the conversation in its entirety as close to how it actually happened as possible.

You should only go into this if you are comfortable that the recording will be shared publicly and may be shared widely (although may also be only heard by 20 people including my parents!). You are responsible for not saying anything you do not wish shared. Having said that, given there will be a delay between recording and sharing, if there is anything which, after the conversation, you realise for some reason you would much prefer wasn't shared, please let me know.

### **Marketing**

Whilst this is not a requirement, I would hope that you will share the podcast episode with your contacts and those who might be interested to hear more about your journey and the work you do. I will be sharing it with my mailing list and social media followings, which includes many coaches but also leaders, entrepreneurs and others from across industries.

If there is anything in particular that I should know that might help with marketing (or would help you with your business) such as timings of release that would be useful, please let me know.

### **Anything else?**

Broadly, my 'thing' is basically being rough and ready and getting things shared not getting things perfect, so any little problems here and there (bits of echo, me looking silly with weird headphones, us stumbling over our words) don't worry me at all. Let's make it real and make it interesting.

I hope this answers your questions and puts your mind at rest. Overall, my intention is to enjoy these conversations and for the guests to enjoy them too. With that in mind, once you've sent me over the few bits and pieces above, I hope you will just relax into what I think will be a fascinating and energising conversation.

Thank you again for being a part of this adventure with me, and if you have any more questions, let me know.

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