THE CHANGE WORK LIFE PODCAST – GUEST INFORMATION

I'm so excited to have you as a guest on the show! You'll be inspiring my audience and helping them make changes to enjoy a better and more satisfying working life and I'm incredibly grateful for that.

Format and tips to make sure it's a great interview

Where possible, I record interviews via an online meeting using Zoom (zoom.us). You'll receive an email with all the details around how to join.

If you haven't used Zoom before there's no need for you to download any additional software, although you may be asked to download a small file before joining the meeting. You should be able to connect via computer, phone or tablet but computer with a webcam is preferable.

I prefer to conduct video interviews where the connection speed allows (it's so much better when you can see each other) but only the audio will be used on the finished podcast.

If for any reason Zoom doesn't work we'll try an alternative like Skype or just conduct the interview over the phone (please let me have your phone number just in case).

The following will help to make sure it's a great interview:

- Make sure you are somewhere quiet with minimum background noise.
- Let everyone know that you're doing an interview and ask them not to disturb you.
- Put your phone on silent and turn off any notifications on your computer.
- If you have an external microphone or headset, please use that. Even a pair of smartphone earbuds is better than nothing.
- Please no swearing or cussing.

Above all, relax! It's just going to be you and me having a chat and you're going to be great.

Publicity – biography and photo

Please would you send me a short biography, say two or three paragraphs, to include in the show notes for your interview on the website. Also, a headshot/photo would be great if you have one for when I come to promote your interview.

I may also like to take a screenshot of the interview to use in publicity. I'll let you know if I'm going to do this!

What we'll be covering

I like to keep interviews pretty free-flowing and we may delve into particular topics depending on how it goes. The following will give you an idea of what we might cover:

- What is it you now do for a living?
- What was it you were doing before and how did you get there e.g. education background, work history?
- What made you decide to make a change?
- What made you decide to choose what you're now doing?
- What challenges have you faced along the way and how did you overcome those challenges?
- What resistance did you encounter, either from yourself or from others (family, friends, etc)?
- What help did you have along the way? Do/did you have a coach, mentor, mastermind group, etc?
- What mistakes did you make along the way and what did you learn from them?
- What does the future hold for you?
- Are there any resources which you've found particularly helpful on your journey, such as a book, quote, course, piece of software, etc? I would like to refer to this on the website show notes which will accompany the episode.

Who we're talking to

To give you an idea of the target audience, I've put together the following "avatar". This is to give you an idea of the sort of person who will be listening to the show and to help you (and me!) with the level and depth to go into.

Don't worry if you don't have any of my avatar's characteristics! I don't plan to refer to him on the podcast – he is just there to help you and me with the focus:

Tom is 37 years old. He is married to Suzanne and they have one daughter, Julia, aged 2.

Tom is a lawyer in London with a mid-sized City law firm. He qualified twelve years ago and his prospects are good. Partnership at his firm is a real possibility in the next year or two.

Tom and Suzanne live outside London and Tom has a fifteen minute walk to the station every morning followed by a forty minute train journey into London (unless there are delays…). From there Tom has another twenty-five minutes on the London Underground to get to work. Tom usually gets up at 6:00am and takes the 7:00am train to London. He does not usually get home before 8:00pm.

Suzanne works in marketing locally to where she and Tom live. She takes Julia to nursery each morning for 8:00am and then picks her up at 6:00pm in the evening. She enjoys her work but finds the nursery pick-ups can be quite stressful as it means she has to leave work on time no matter what. Also, she is the one who usually has to take time off work if Julia can't go to nursery for any reason.

Tom and Suzanne's joint salaries mean they can pay the bills and live comfortably (including two foreign holidays a year) whilst also putting aside some savings each month. Tom's salary by itself would just about be enough to cover their outgoings but Suzanne's would not.

Despite his prospects, Tom is starting to think that he has had enough of working as a lawyer and would rather do something else. He is not particularly excited by his job and cannot see himself doing it for the next thirty years, even if he is promoted. He doesn't like the long commute, not getting to see much of his daughter during the week (she is usually in bed by the time he gets home), or the fact that he can't easily help with nursery etc.

However, at the moment Tom isn't sure what he would otherwise do and feels trapped in his job as it is well paid and enables him to support his family and their lifestyle.

Any questions?

If you have any questions about the interview, the equipment or the process, please feel free to drop me a line and I'll get back to you as quickly as possible.

Thanks again, and I can't wait to talk to you. You're going to be amazing!