



Midlife 
& Beyond

PODCAST GUEST GUIDE 2024

Please read before our conversation

The Midlife & Beyond Podcast with Jo Blackwell (formerly The Midlife Movement Podcast)

Thank you for agreeing to feature on the Midlife & Beyond Podcast - I am very much looking forward to our conversation. Now that I have a few seasons under my belt, I am more aware of what makes for a successful podcast and I hope that you will be able to take the time to read through these notes.

Please be aware that by making this booking, you agree to the contents of this document, and agree to the distribution of the interview without any payment to you, so please do take the time to read through.

The purpose of the podcast is to explore all the issues, passions and opportunities that present themselves post 50 and to offer our (mostly female) listeners food for thought, inspiration and, often, a sense of recognition and connection. It is very informal - more like friends chatting over coffee than being in the spotlight on a chat show!

BEFORE YOUR INTERVIEW

Please send in one email:

- a short bio
- headshot (a professional headshot if available please)
- links you would like me to put in the show notes
- If you are promoting a book or a product, please send me a sample to look at well before the interview so that I am properly informed.
- Any offers you would like to make to my listeners - these should be evergreen rather than time bound.

YOUR INTERVIEW

- Although the recording will be between 20 and 50 minutes, please allow an hour for your interview.
- We will start with a chat between us to establish the direction of our conversation. Feel free to suggest questions, but please be aware that there are time constraints.
- I reserve the right to steer conversation away from subjects or views that I consider to not be in alignment with The Midlife Movement and its values.
- Please ensure you won't be disturbed by children, pets or outside noise.

TURN OFF YOUR PHONE & NOTIFICATIONS.

- Be wary of bracelets and jewellery that might tinkle, or clunk on the table (especially if, like me, you use your hands a lot when speaking!)
- If your device does not have good audio capability, please wear headphones and use a microphone. However, please don't stress about technology. So long as we can hear you clearly, your words are more important than technological perfection.
- Close all open apps and tabs on your device and make sure nothing is downloading or updating.
- We will be recording visuals as well as audio so that your interview can be uploaded to YouTube. Please position yourself in natural light, if possible, and raise your camera to eye level or just above.
- You don't need to have a special background, virtual or otherwise, but please check there is nothing behind you that you wouldn't want others to see ;-)

AFTER YOUR INTERVIEW

I reserve the right to edit, repurpose and distribute the content, or indeed, decide not to publish.

You are, of course, responsible for your own words and views. I regret that I can't send the recording to you for prior approval. However, we all say things sometimes that we later wish we hadn't - if you do feel you've dropped a clanger, please let me know asap, certainly within 24 hours, and I will do my best to edit it out.

I will notify you when the episode goes live. Please share on social media from The Midlife Movement channels where possible. Please do distribute and promote in your circles and in your newsletters - the podcasts with the most downloads are always those that have been shared. The more people who listen, the more you will grow your audience too. Remember, you can re-share at any time to bring more people to your episode.

I am currently growing the YouTube channel and would really appreciate it if you could **subscribe** - the more subscribers and engagement will, as you know, ensure more eyes on your episode when it comes out! Let me know if I can do the same for you.

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Please do let me know if you gain new clients or contacts as a result of your interview. I don't currently ask for affiliate payments - but please let me know if you would like to discuss as affiliate arrangement - but I do love to know if I have been able to help you along, and I always appreciate referrals and PR opportunities.

Feel free to email or message me with any questions or thoughts on jo@joblackwell.co.uk I look forward to talking with you!

LINKS

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A handwritten signature in black ink that reads "Jo Blackwell". To the right of the signature is a circular logo composed of several overlapping colored circles in shades of red, orange, yellow, and blue.

Updated 16/5/24