



TEMPLATE

Guest Briefing

Use this #impact information sheet example to let your guests know what they are in for

Template - Guest Briefing

This is the confidential information sheet I share with all my Podcast guests BEFORE the recording. This helps them to understand my intentions and goals, it gives them insights into my personal story which creates a wonderful intimate atmosphere for our recording from the start. It also helps them to prepare for the episode and understand what I expect of them. Feel free to use these questions as a template to create your own information sheet for your Podcast.



7 THINGS TO KNOW ABOUT THIS PODCAST

1. My vision.

I want to get my listeners excited about my guests and their work, so they will not only listen to the episode, they will take action and click on my guest's websites and social media accounts to learn more and get involved. I want the listeners to ACT. #impACT Find more information about our story here.

2. What makes this Podcast special?

The podcasts I love most are the ones that make me feel something.

It's the ones that are not just focusing on the organisations work - what is, of course, an integral part of this show! - but the ones that are at the same time portraying the people behind the organisation. **The people defining, breathing, living and loving their value-driven work.** I am curious about their personal journeys, struggles, challenges and success stories. I want to find out what gets my guests out of bed in the morning and how they keep going even if times get tough.

3. Is there something I should prepare?

Just bring your own inspiring, fabulous self and the answers to these questions.

I love for us to have a natural conversation about your work and the impact it has on the world and you as a person. I will not follow a strict interview question script, but there are a few questions that will come up and you can think about your answers beforehand. *Find them on [page 4](#).*

4. Target group: Who will listen to this show?

Students and young professionals investigating purpose-driven career options. Professionals feeling unsatisfied with their current line of work and looking for fields of work with social #impact. People in value-driven lines of work looking to grow their knowledge and network.

5. How long will we need for this interview?

We will need roughly 90 minutes, including set up, introductions and recording. The interview recording itself will be around 30-45 minutes.

6. What is the secret ingredient of this show?

I would love for my listeners to feel like they are eavesdropping on two friends that are having a conversation on topics they care about deeply.

7. But we just met...

I know, we just met, so I thought I'd share a few facts about me beforehand - if you are curious - so you can get to know a little bit about my personal story.

THIS IS ME.

Name: Regina Larkö. Can you guess where I am from?

I was born and raised in Vienna, Austria, one of the most beautiful cities in the world. Okay, I might be biased but if you haven't been you should put it on your bucket list. My last name is Swedish, as is my husband Peter.

Star sign: Leo. It's true what they say about them being passionate

I am passionate about many things. My family tends to get a bit exhausted by my enthusiasm, but they are used to it by now.

Family: A great patchwork family living in Vienna and Gothenburg that makes every trip home a little logistic nightmare. In a good way.

Peter and I have been living in China for 10 years now. Our 4-year-old and 1.5 year old daughters, who have four sets of grandparents and two sets of great-grandparents, were born in Hong Kong, a city that has become home. Another little one is on the way so our life will get even more crazy soon.

What I wanted to become when I was a kid: The usual suspects.

I loved going to school and wanted to become a teacher. My poor little brother had to "play school" with me every Saturday and Sunday. After I had joined drama class in high school, I decided to become an actress. I did not get into acting school in Austria what put my life on a different track, and I am very grateful for that.

What I ended up studying: Well, that was a surprise.

Sinology/China studies. Long story but to keep it short: It was an experiment, to say the least. I had never been to China before I started studying Mandarin, but it changed the course of my life completely. While living in Shanghai and Beijing I worked for a German NGO for five years, researching developmental issues in China and running civic education programmes.

Who inspires me: The ones that made me who I am.

The women in my family, especially my mum. She had me very young and managed to finish her medical degree while raising my little brother and me. Of course, this would not have been possible without the loving help and support of my dad and my whole big awesome family.

How will my podcast change the world: Dream big.

I want this show to give more visibility to all the amazing people making a social #impact with the work they do. In a way, I want this podcast to be a content marketing tool for the featured social enterprises/start-ups, NGOs, charities and community organisations and individuals that might otherwise not have time and money to invest in in-house podcast productions.

QUESTIONS.

PLEASE PREPARE YOUR ANSWERS.

I will not follow a strict script but these topics and questions WILL come up.

1.) Hardship you overcame

Please think of one professional or personal hurdle, a challenge that you overcame and what the learning was for you. My listeners asked me to include more failures and what people learned from it. So please think of something that you would be happy to share with the public.

2.) #impACT / QUICK FIRE ROUND

These 3 action points are a regular feature of the show. For this section please do not tell long stories, this will be at the end of our interview to round off our talk. Give people quick and actionable - and if you like fun - advice. It's all up to your creativity. This will be the moment that will make this interview even more memorable to the listeners and motivate them to go out and share it with friends because they took away lots of great learnings.

- *What's one advice you would give your younger self?* This can be anything, - professional or personal advice.
- *What's the one thing that everyone should start doing right to join and support YOUR mission and cause.* Here you can point to a lifestyle change or action that is related to your field of work. Eg. Start educating yourself on.../Start following our Facebook page/ Support our next fundraiser/Join us at our next event.../
- *What could everyone do right now, in this second to make the world a better place.* This can be more general advice and must not be related to your work, but can. Up to you!

SHARE. LIKE. FOLLOW.

You are part of the #impact family now!

What will happen after our interview?

I will post the edited interview and write-ups on the #impact website and market them on #impact's social media channels. Your episode will also be available across all major

Podcast Platforms, e.g. Apple Podcasts, Android Apps and Spotify.

I want to create amazing content for you so you can also spread it within your network.

As soon as you are on the show you are part of an exclusive club - the #impact family! I will keep promoting you and your cause, your events, your fundraising campaigns even long after your episode has aired. This is not a one time thing! I will stay in touch, follow up and spread the word about you and your impact.

In return, I would ask you to share not just your episode with your network and friends but also other #impact episodes - preferably all of them. :-)

The more people listen, the bigger the impact of this show and the more people will get aware of YOUR episode as well. I will share links with you regularly that make sharing easy and fun for you.

WHO HAS BEEN ON THE SHOW?

All episodes of #impact Podcast are available [here](#).

Featured guests:

- [David Begbie, Crossroads Foundation](#)
- [Jill Robinson, Animals Asia Foundation](#)
- [Matt Friedman, Mekong Club](#)
- [Christina Dean, Redress](#)

You can find all social media links on the #impact website: www.hashtagimpact.com

I will inform you as soon as your interview is scheduled for release to check in about recent updates. As soon as the interview is live, YOU will be the first to get the link.

If there are any open questions concerning our interview, please do contact me anytime.
Yours, Regina

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After the interview is published, we can make amendments to the written blog post if there is something that you feel needs updating.

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