

Podcast Hosting Framework



**"YOUR ESSENTIAL GUIDE TO
BECOMING A STANDOUT
REAL ESTATE PODCAST HOST"**



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Preparing for the Podcast Recording

Setup Your Space

- Ensure you're in a **quiet, distraction-free environment**. Turn off notifications on your devices and let others know you'll be recording.
- Have your calendar blocked off for **at least an hour** to avoid interruptions. This allows for pre-recording setup and post-podcast wrap-up.
- Adjust your **lighting and camera** so you appear well-lit and confident. Make sure your background is clean and professional. A virtual background is a good solution if your space does not have a good background



Simple Setup **vs** Professional Setup

Getting started is the most important step in podcasting.
If you have a simple setup that works, don't hesitate — just go for it!
You can always improve your equipment and refine your process as you gain experience, but the key is to start now and build from there.

Research Your Guest

- Do thorough **due diligence** on your guest. Check their **website, social media profiles**, and any **online articles** or interviews. Tailor your questions based on their experiences, expertise, or projects.
- On the Google Calendar invite, your guest can input their **details and proposed questions**. Review these ahead of time and structure the discussion to match the theme of your podcast while aligning with the guest's expectations and your plan for the episode.

Prepare Your Questions

- Use the **Sticky Notes** app (on Windows) /**Stickies** (on Mac) to jot down key questions and talking points. Avoid reading from a physical sheet or a bright Google Doc during recording, as it can distract or reflect poorly on camera.
- Write **open-ended questions** to encourage deeper conversation. Balance light and serious questions to keep the dialogue engaging.
- Plan some **follow-up questions** for important topics to dig deeper into the guest's answers and create a more organic conversation.

Test Your Equipment

- Test your **microphone, camera, and recording software** at least 30 minutes before the podcast. This ensures everything works correctly and reduces any last-minute technical issues.
- Have a **backup recording method** in place. This could be a second device or a cloud-based platform like Zoom, just in case your primary system fails.
- Test your **internet connection** to ensure it's stable, especially for remote recordings. Consider using a wired connection for more reliability.

Send a Pre-Podcast Email/Reminder

- Send a friendly reminder to your guest at least a day before the podcast. Reconfirm the time, give them any final instructions (like what platform you'll be using), and offer a brief overview of the topics or questions.
- Include any **guidelines for audio and video quality**, such as requesting they use headphones, be in a quiet room, and sit in front of a neutral or professional background.

Mindset & Confidence

- Do a quick **mental or vocal warm-up** before recording to get into the right mindset. This can help you stay relaxed and present during the conversation.
- Approach the interview with **curiosity and excitement**. Treat the podcast as a conversation rather than a strict Q&A session, making it more enjoyable for both you and your guest.
- **Smile!** Your tone will reflect a more positive and engaged demeanor when you smile.

Have Backup Materials

- Prepare a few **icebreakers** or **filler questions** in case the conversation stalls. These can also be used to shift the energy if things become too formal or off-topic.
- Speaking of icebreakers, keep a **water bottle** nearby, and remember to hydrate before starting to ensure clear speech throughout the recording.

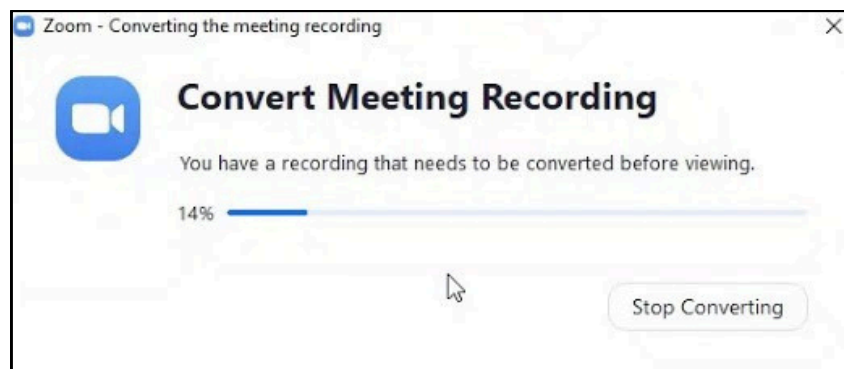
5 Iconic Rules

RECORD EVERYTHING

Yes, record everything! We are talking initial chat + Podcast itself + After Podcast Chat. Seeing the whole you can save the full conversation for prosperity and you won't forget to record before you start the podcast.

For the sake of simplicity, we recommend using Zoom. Zoom provides an all-in-one solution for podcast recording, combining ease of use, high-quality recordings, and useful features like screen sharing and separate audio tracks. It's a reliable, cost-effective, and globally accessible platform, making it the ideal choice for podcasters who want to focus on content without worrying about technical issues.

Once you have the call is finalized, Zoom-call will begin downloading the call. It will appear in a window like this on your PC or laptop computer.



Once it's finalized with the download, go to your Documents folder and look for the Zoom Folder.

Double-click there, and you will find the recordings that you have had. Open the latest folder created by Zoom and you will find 4 files.

Nombre	Fecha de modificación	Tipo	Tamaño
29032023 - LiveTrainingNapkinP	3/29/2023 7:03 PM	Archivo MP4	35,152 KB
audio1338825354	3/29/2023 7:03 PM	Archivo M4A	14,981 KB
chat	3/29/2023 7:00 PM	Documento de te...	1 KB
recording.conf	3/29/2023 7:03 PM	Archivo CONF	1 KB

Rename the video file with (DD/MM/YY) - (Name - Last Name) of the guest.

Be on Time

A wise person once said, "If you're on time, you're late." Aim to be in your **Personal Meeting Room on Zoom at least 5 minutes before** the scheduled podcast time. Your guests might show up early, so it's important to be ready and not keep them waiting. Being punctual also gives you a few moments to check your equipment, relax, and mentally prepare for the conversation.

Always have the talk

Remember that podcasting is about more than just content — it's about building relationships. You're investing time and energy into this, so don't rush the pre- and post-podcast conversation. These moments are key for building rapport and creating a lasting connection with your guest. The podcast could be the beginning of a valuable, ongoing relationship, so make it count!

Tip: During or after the recording, take notes on key points discussed that stood out or personal details about the guest. Share something meaningful with the guest afterward whether it's a "thank you" note, a "follow-up" on an idea, or "a small takeaway" from the conversation. These personal touches will deepen the relationship and leave a lasting impression.

Don't Give up on a No-Show

Guests may sometimes be late or forget about the podcast but don't give up right away. There could be many reasons why they haven't joined on time. Here's what you should do:

- **Email** the guest with the Zoom link.
- **Text** the guest's number.
- **Call** the guest's phone number.

Wait at least **10 minutes** for them to join. If there's no response or feedback by then, it's safe to assume they've missed the appointment. You can reschedule from there.

Tip: Send a polite follow-up email offering to reschedule at a time that works better for them. Gracefully handling no-shows shows professionalism and leaves the door open for future collaborations.

Have fun!

What's left to say? This is a podcast! You're meeting someone for the first time, having an interesting conversation, and getting to know them better.

Have fun with the process! Positivity is contagious, and approaching the interview with joy and curiosity will reflect in the conversation. Plus, positivity is not just a great podcasting skill, it's a fantastic sales skill too!



Hosting Like a Pro: Keys to Success

1. Empathy and Emotional Intelligence

Understanding the emotions and perspectives of your guests and audience can significantly enhance the connection. When you're empathetic, you're not just listening but also responding in a way that shows understanding and care.

- **Read emotional cues:** Pay attention to your guest's tone, body language (if on video), and any emotional shifts in the conversation.
- **Respond thoughtfully:** If a guest shares something personal or sensitive, acknowledge it with empathy. A thoughtful, kind response builds trust and deepens the connection.
- **Stay mindful of your audience's emotions:** Whether the conversation is light or heavy, consider how the audience might feel during the discussion, and adjust accordingly.

2. Storytelling

Storytelling is a powerful way to connect with both your guest and audience. Stories make your podcast more engaging and memorable.

- **Encourage storytelling:** Ask open-ended questions that allow your guest to share personal or professional stories.
- **Share your own stories:** Briefly share your experiences when relevant to create a more authentic and relatable atmosphere.
- **Craft a narrative arc:** Structure your podcast in a way that has a clear beginning, middle, and end — like a story. This helps keep listeners engaged and connected throughout the episode.

3. Clarity and Communication

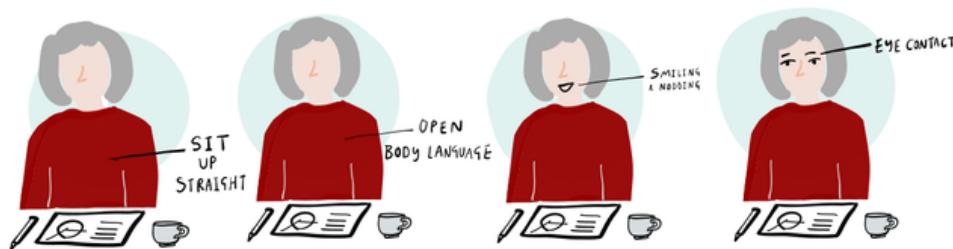
Clear communication is vital for making sure both your guest and audience are on the same page.

- **Clarify complex points:** If a guest dives into something technical or dense, summarize or ask them to simplify for the audience's understanding.
- **Use clear transitions:** Transition smoothly between different segments or topics. Letting the audience and guests know what's coming next maintains flow and connection.
- **Invite questions:** When appropriate, invite questions from the guest or suggest what the audience might be curious about to encourage interaction and engagement.

4. Body Language

Body language becomes is a critical part of the connection.

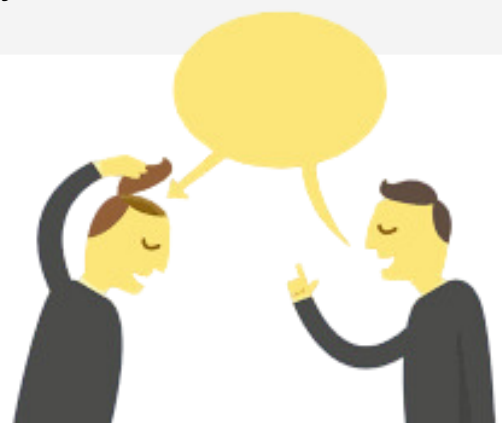
- **Maintain eye contact:** If you're using video, look at the camera to maintain virtual eye contact with both your guest and the audience.
- **Nod and smile:** Non-verbal cues like nodding or smiling show your guest that you're listening and engaged, enhancing rapport.



5. Active Listening

Active listening is one of the most critical skills for a podcast host. It ensures the conversation flows smoothly, shows respect for your guest, and creates opportunities for deeper insights.

- **Stay present:** Give your full attention to the guest when they're speaking. Don't think about your next question while they're answering the current one — focus on their words and responses.
- **Ask follow-up questions:** Show that you're genuinely listening by responding to what the guest has just said. If something piques your interest or raises a point worth exploring, dive deeper. This makes the conversation more dynamic and engaging.
- **Use verbal cues:** Small affirmations like "That's interesting" or "I hadn't thought about that" signal to your guest that you're engaged in the conversation.
- **Summarize key points:** Now and then, summarize what the guest has said, either to clarify or to highlight an important point. This not only helps the audience follow along but also confirms to the guest that you're fully tuned in.



6. Energy and Tone

Your energy and tone set the atmosphere for the entire podcast. Whether the conversation is serious, upbeat, or relaxed, the way you present yourself directly impacts the listening experience.

- **Set the tone early:** From your first greeting, let the guest and audience know what kind of energy to expect. Are you going for a casual chat or an energetic deep dive? Make it clear with how you introduce yourself and the guest.
- **Match the guest's energy:** While it's important to bring your own enthusiasm, it's equally important to read your guest's energy and adjust accordingly. If they're nervous or more reserved, ease into a more comfortable pace.
- **Be consistent:** Keep your tone lively and confident throughout. If you're passionate about the topic, let that excitement shine. A low-energy host can make even interesting content feel flat.
- **Smile while speaking:** Even though your listeners may not see you, smiling naturally makes your voice sound more welcoming and positive.

7. Audience Engagement

Engaging your audience is crucial for keeping listeners connected to the conversation and building a loyal following. Even though your focus is on the guest, remember that your listeners are a key part of the equation.

- **Involve your audience:** Speak directly to them by asking questions they might be thinking about. Use phrases like, "I know some of you listening may be wondering..." to bring them into the conversation.
- **Address audience concerns:** Reference common challenges or experiences your audience might face. This helps build a connection between the listeners and the content being discussed.
- **Encourage feedback:** Let your listeners know they can reach out to you with questions or thoughts, and if applicable, include feedback from previous episodes in your conversation. This reinforces that their input matters.
- **Call to action:** Encourage your audience to interact — whether it's by subscribing, leaving a review, or sharing their own stories related to the podcast's theme.

Call Structure

Initial Chit-Chat Before Podcast Recording

Once you have entered Zoom it's showtime, and you have a unique chance of having a prospect's full 100% attention, and we need to make the best use of it.

This stage allows you to establish rapport with the guests, ensuring they feel relaxed and open to conversation. This is the time to discuss anything unrelated to the podcast itself, such as the guest's day or recent happenings, making them comfortable.

Sample Script 1 (Breaking the Ice):

"Hey [Guest Name], how's your day going so far? Anything exciting on your agenda today, aside from our chat?"

Sample Script 2 (Warm-Up):

"Before we get started, I wanted to mention that I came across that [mention something from their social media/website]. It really stood out to me, and I'd love to hear more about it before we dive into the podcast!"

Reinforcing the After-Podcast Talk:

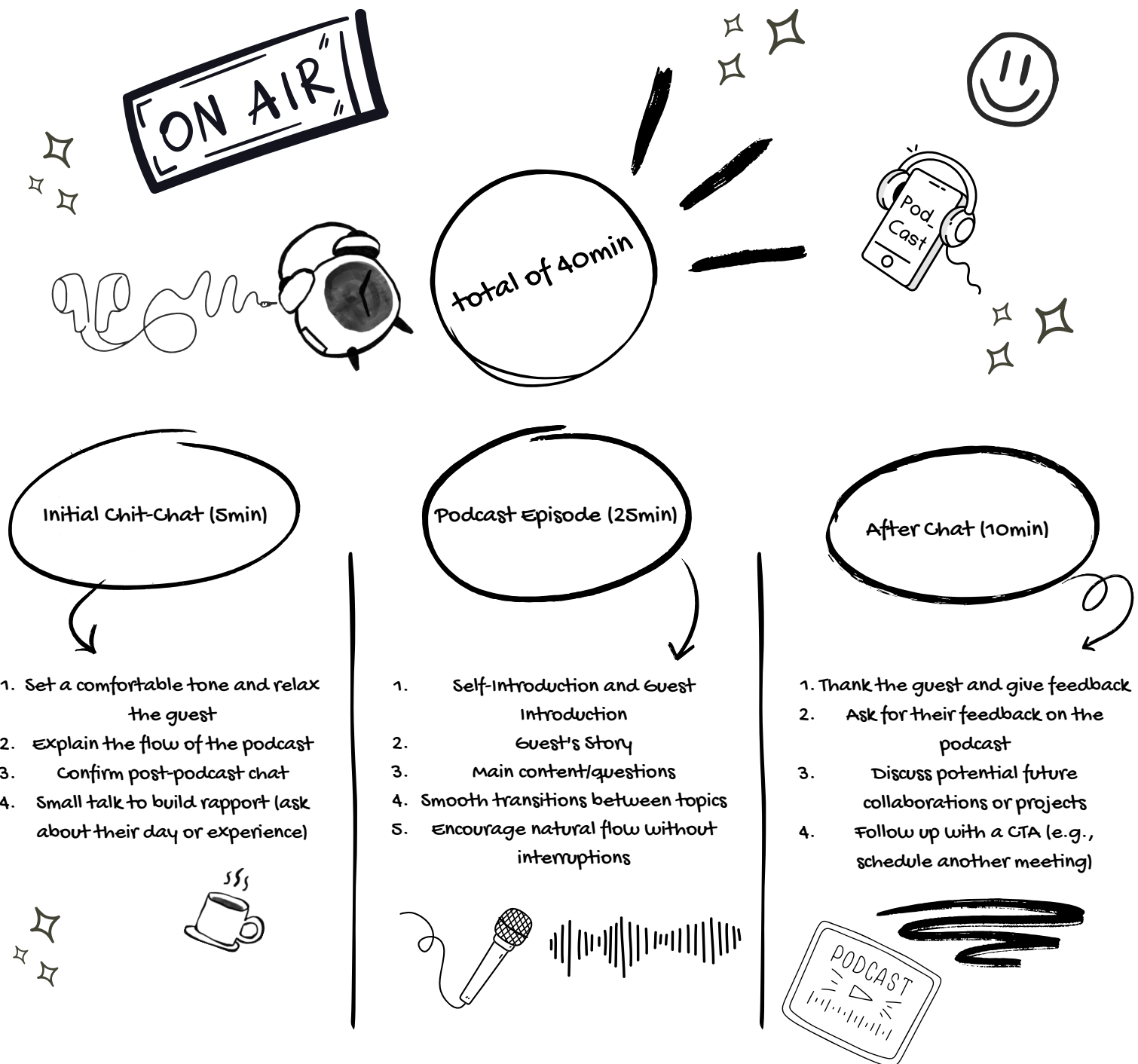
"And by the way, after we wrap up the recording, let's chat for a few minutes. I'd love to hear your thoughts on how it went and any feedback you might have."

In addition, you can also confirm with the guest the plan for the episode, double-checking the questions and asking if the guest wants to promote anything.

Assure both you and the guest are comfortable and confident for the recording and let's go!

Podcast Episode

1. Self Introduction and Guest Introduction
2. Guest Story
3. Episode Content
4. Last Remarks: Wrapping Up the Episode



Self Introduction and Guest Introduction

Before diving into the podcast content, take a moment to **introduce yourself and establish your credibility**. This helps the guest feel at ease and understand who they're speaking with.. You don't need to extend too much here because a proper introduction to yourself and the podcast is already pre-recorded. Make it simple and assertive

Hi everyone, I'm [Your Name], your host for today's episode of [Podcast]! With us today we have....

Welcome to the [Podcast]! I'm [Your Name], and our guest for today is...

Then, smoothly transition into **introducing your guest**.

You should be able to put an intro together with the due diligence that you will do for the podcast.

"Please welcome [Guest's Name], [Guest's Title/Position, e.g., 'a renowned real estate agent,' 'the founder of XYZ Company,' etc.]. [Guest's Name] is known for [mention notable achievements, such as awards, successful projects, or contributions to the industry]. With [his/her/their] extensive experience in [specific field or topic relevant to the podcast], [he/she/they] is here to share [what the guest will discuss, e.g., 'insights on building a successful real estate business,' 'strategies for effective marketing,' etc.]." Welcome to the show, [Guest's Name]!

These are some examples we used on the Icons of Real Estate Podcast:

Example 1:

Blake Cory, is the founder of Mega Team Builder Mastery Coaching and leader of a top-ranked real estate team in Southern California. Blake coached thousands of agents, giving them an exact blueprint to successfully build and leverage a high-performance real estate team. The exact tools and systems Blake used to build his mega team of 50+ agents in the last 6 years. Now this blueprint is coming to you on the Icons of Real Estate Podcast!

Welcome to the show, Blake!

Example 2:

Christina Swyers is a 2x Icon Agent, serving the St. Louis community. In addition to being a six-figure earner, she has a successful social media presence and is proud to call herself the “digital mayor” of her town.

Welcome to the show Christina!

Example 3:

Marc Stein is the CEO of Links Residential brokered by eXp Realty with teams in New Jersey and Florida. With his motto of “Do Good For Others,” Marc has been able to personally close over 1000 transactions. Doing good now for our Icons of Real Estate Podcast.

Welcome to the show, Marc!

Guest Story

As we transition from the introduction, it's time to delve into — the guest's story. This segment is essential for building a personal connection between the guest and the audience.

Start by inviting the guest to share their journey into the industry, emphasizing how they got started and what motivated them to pursue this path. Encourage them to reflect on the significant milestones that shaped their career, including any challenges they faced along the way. This is an opportunity for the guest to provide insight into their experiences, illustrating their resilience and determination.

As the guest shares their story, prompt them to highlight memorable experiences or turning points that significantly impacted their career trajectory. Encourage them to discuss their unique approach or philosophy within the industry, as these insights can offer valuable lessons for the audience.

Throughout this segment, remind listeners to think about how the guest's experiences relate to their own journeys. By fostering this connection, the audience can find inspiration and motivation in the guest's story, making the episode more impactful and relatable.

Ultimately, the guest story serves as a powerful narrative that sets the stage for the podcast content, enriching the overall conversation and inviting the audience to engage more deeply with both the guest and the topics at hand.

All of this can be done with a simple question “What is your story?” and some follow-up questions to complete it!

Episode Content

Following the guest's story, we seamlessly transition into the core of the episode **the content**. This section is where the real value is delivered, and it's vital to create a dynamic and engaging atmosphere that keeps both the guest and the audience captivated.

Begin by introducing the **first question or topic**, ideally linking it back to the guest's story to maintain a coherent flow. This approach helps to ground the discussion and allows the audience to see how the guest's experiences tie into the broader themes being explored. For instance, if the guest shared a significant challenge they faced, you might start with a question about how that experience influenced their current strategies or success.

As the conversation progresses, focus on maintaining a **smooth flow of questions**. It's important to prepare a set of questions in advance, but also to remain flexible, adapting based on the guest's responses. **Listen actively** and be prepared to ask follow-up questions that dig deeper into their insights. This not only enriches the conversation but also encourages the guest to elaborate on their expertise.

In addition to fostering an engaging dialogue, it's crucial to **respect the guest's speaking time**. Avoid interrupting their flow, allowing them to express their thoughts fully. If the conversation veers off-topic, gently guide the discussion back to the main focus. You might say something like, "That's a great point! To bring us back to [specific topic], how do you see that impacting [related aspect]?"

Ultimately, the **episode content** is where the insights, tips, and expertise come to life. By creating a structured yet flexible environment for discussion, you'll ensure that both the guest's knowledge and the audience's engagement are maximized, resulting in a rich and informative listening experience.

Extra: How to Transition Between Questions?

Transitioning between questions smoothly is an essential skill for podcast hosts. It helps maintain the flow of conversation, keeps the guest comfortable, and ensures the episode feels cohesive. Here's how you can handle transitions effectively:

- **Use the guest's responses as a bridge:** One of the best ways to transition between questions is to pick up on something the guest has just said. By doing this, the conversation feels natural and engaging. For instance, if the guest mentions a challenge they faced, you could say, "That's fascinating! Building on what you just shared, how did that experience shape your approach to [next topic]?"
- **Acknowledge the previous answer:** A quick summary or acknowledgment of the guest's response can act as a smooth segue into the next question. For example, "It's great to hear how you overcame that. I imagine that kind of resilience must have been crucial when you faced [next topic]."
- **Use transitional phrases:** Simple phrases can help guide the conversation to the next question while keeping it connected. Here are a few examples:
"Speaking of challenges, that brings me to my next question..."
"You mentioned [specific detail], and that leads perfectly into..."
"That's really insightful. I'd love to dive deeper into..."
- **Plan question flow in advance:** Structuring your questions in a way that they naturally lead into each other is key. Group related topics together and think about how one question can logically follow the previous one. This will make transitions feel more seamless.
- **Use curiosity as a bridge:** Show genuine curiosity between questions. You could say something like, "Wow, that's interesting. I'm curious, how did that experience influence your approach to [next topic]?" This makes the transition feel like an ongoing conversation, rather than a formal Q&A.
- **Pause strategically:** A short, thoughtful pause after the guest finishes speaking can create a natural break before moving on to the next question. It shows you're processing their answer and gives you time to transition smoothly.

By using these techniques, you'll be able to move between questions effortlessly, creating a natural and engaging conversation for both the guest and the audience....

Last Remarks: Wrapping Up the Episode

As the episode comes to a close, it's important to leave a lasting impression — both on the guest and the audience. The Last Remarks section provides an opportunity to recap key insights, thank the guest, and ensure your listeners have a clear takeaway from the conversation.

- **Recap Key Points:** Begin by briefly summarizing the most significant topics covered during the episode. Highlight a few major takeaways that you believe will resonate with your audience. For example, you might say, “Today, we heard some incredible insights on [main topic], including [guest’s key points].”
- **Thank the Guest:** It’s essential to express genuine gratitude for the guest’s time and contribution. Acknowledge the value they brought to the conversation. A simple but heartfelt phrase like, “Thank you so much, [Guest Name], for sharing your expertise and experiences with us today,” helps close the episode on a positive note.
- **Ask for Final Words:** Before wrapping up completely, invite the guest to share any final words of wisdom or advice for the audience. This could be something like, “Before we wrap up, is there any final piece of advice you’d like to share with our listeners?” This gives them one last moment to shine.
- **Invite the Audience to Connect:** Encourage your guests to share how the audience can reach out to them. This could be through their social media, website, or any upcoming projects they’d like to promote. You can ask, “Where can our listeners connect with you or learn more about your work?” This not only provides valuable information to your audience but also benefits the guest.
- **Call to Action for the Audience:** Take the opportunity to engage your listeners directly. If there’s a specific action you’d like them to take — whether it’s subscribing to the podcast, following your guest, or leaving a review — now is the time to mention it. Example: “If you enjoyed today’s episode, don’t forget to subscribe, leave us a review, and check out [guest’s website/social media] for more great insights!”
- **End on a High Note:** Wrap up with a final closing statement that leaves the audience with a positive feeling. Something like, “Thank you for tuning in to [Podcast Name]. We’ll be back next week with more inspiring stories and insights. Until then, stay curious and keep learning!”

By following these steps, you’ll ensure the episode ends on a professional and thoughtful note, leaving your guest feeling appreciated and your audience eager for more.

After Podcast/Transition Script

Even though the podcast recording has concluded, it's crucial to keep the conversation flowing. **Don't stop recording!** This after-chat can provide valuable insights and further solidify your relationship with the guest.

After Podcast

Confirm the Podcast has Ended:

Start by gently letting your guest know that the formal recording is over. You might say, "Thank you for an incredible episode! Now that we've wrapped up the podcast, we can relax..."

Check-In with the Guest:

Engage your guest by asking for their feedback on the episode. This shows that you value their perspective and helps maintain an open line of communication.

For example:

- "How do you feel about the episode we just recorded?"
- "Was there anything you'd like to change or add?"

Provide Constructive Feedback:

Share your thoughts on their performance during the podcast. This not only helps them improve but also keeps the discussion going. You could say, "I thought you had some fantastic insights, especially when you talked about [specific topic]. It really resonated!"

Transition Script

After the feedback exchange, transition into a more personal conversation. In this section, it's really important to understand what type of objectives you have for the podcast. If it's selling more houses, if it's recruiting more agents, coaching more agents, raising capital, etc..each has a different path here. I will keep it broad on the guide and we're always open to help you strategize the podcast.

Share Your Experience:

Begin with a brief story about your journey as a realtor. This helps to create a more personal connection and shows that you understand their experiences. For instance:

- "You know, my journey as a realtor has been quite the ride! I've been in the industry for [YOUR YEARS IN THE INDUSTRY], and I've seen both the highs and lows. It's always a learning experience!"

Dive Deeper into Their Business: Use this opportunity to delve into your guest's business further. Ask questions that will help you understand their current challenges or aspirations better. For example:

- "I'd love to hear more about what you're currently focused on in your business. Are there any specific goals or projects you're excited about?"

Call to Action (CTA):

Finally, gently steer the conversation toward a Call to Action that encourages future collaboration or connection. This could be:

- "Let's book some time to discuss your goals for 2024 in more detail. I believe there's a lot we can explore together!"

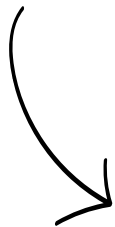
By using this structure, you not only maintain engagement with your guest after the podcast but also pave the way for deeper relationships and future collaborations.

Keeping in Touch

To nurture ongoing relationships with your guests, it's important to stay connected after the podcast recording. Engage actively in any communication threads that arise from your episode, as this will help you remain top of mind. Share insights, ask follow-up questions, and express appreciation for their contributions. By fostering these connections, you not only strengthen your rapport but also create opportunities for future collaborations and engagements.

Need an excuse to follow up?

How about 13!



Follow-Up Email

Asking for introductions

Episode Release Date Announcement

Exclusive Content or Resources

Podcast Release Day

Event Invitations

Post-Release Feedback Request

Newsletter Inclusion

Social Media Tagging

Milestone Celebrations

Listener Feedback Sharing

Holiday Greetings

Invitation to Future Episodes



Possible touch points:

- **Follow-Up Email:** Send a thank-you email after the episode is released, summarizing key highlights and expressing gratitude for their participation.
- **Episode Release Date Announcement:** Notify your guest about the scheduled release date of their episode to build anticipation and encourage them to promote it within their network.
- **Podcast Release Day:** Send a personal message on release day, sharing the episode link and expressing your appreciation for their participation, encouraging them to share it widely.
- **Post-Release Feedback Request:** Ask guests for their thoughts on the episode after it goes live. This shows that you value their input and can help improve future episodes.
- **Social Media Tagging:** Tag your guests when promoting the episode on social media. This not only acknowledges their contribution but also increases their visibility.
- **Listener Feedback Sharing:** Share positive feedback or testimonials from listeners regarding the episode with your guest. It reinforces the impact of their contribution.
- **Invitation to Future Episodes:** If applicable, invite them to return for future episodes, especially if they have ongoing projects or updates to share.
- **Asking for introductions** for guests on the podcast.
- **Exclusive Content or Resources:** Offer your guests exclusive content or resources related to the topics discussed in the podcast as a value-add.
- **Event Invitations:** If you host live events or webinars, invite your guests to participate or attend as special guests.
- **Newsletter Inclusion:** Include them in your newsletter updates, showcasing their expertise and any new projects they're working on.
- **Milestone Celebrations:** Acknowledge and celebrate milestones related to the podcast or their professional achievements in communications.
- **Holiday Greetings:** Send holiday or special occasion greetings to maintain a personal connection.

Next Steps

Congratulations on completing the Podcast Hosting Framework! You now have a comprehensive guide that covers essential aspects of being a great podcast host, from preparation to engaging with guests and wrapping up episodes. By mastering the art of connection, using effective call structures, and implementing strategies for audience engagement, you can create captivating and memorable podcasts that resonate with your listeners.

Remember to keep refining your skills, stay open to feedback, and most importantly, have fun throughout the process. Your passion and enthusiasm will shine through, making your podcast a valuable resource for your audience.

I'm Tomás Fonseca,
With the **Icons of Real Estate**,
The **#1 Real Estate Podcast Network**

We're on a mission to make podcasts accessible in the real estate industry, both in guesting and hosting. If you have any questions or need further assistance in your podcasting journey, feel free to get in touch with me.

My email is tomas@iconsofrealestate.com.

Together, we can elevate your podcasting game and help you achieve your goals.

Happy podcasting!

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