



FRAMEWORK 03 OF 05 THE RECORDING SESSION

HOST YOUR SHOW.

The recording-day framework for real estate agents building their own podcast. Turn every 25-minute session into a relationship that grows your business — pre-recording prep, the 5 Iconic Rules, the call structure that gets guests talking, and the 13 follow-up moves that keep them in your orbit.

Tomás Fonseca

ICONS of Real Estate · The #1 Real Estate Podcast Network

Framework
03/05

YOUR OWN PODCAST. YOUR RELATIONSHIPS.

THE 25 MINUTES THAT CHANGE THE RELATIONSHIP.

Most agents think the recording is about producing the episode. It's not. The recording is a 25-minute high-trust meeting with someone who could become a referral partner, a collaborator, or — in Kathy's case — a \$100M-tier connection. The episode is the byproduct. **The relationship is the ROI.**

KATHY BYRNES



In November 2024, [Kathy Byrnes](#) — host of *Real Estate Riches Podcast* out of Mooresville, North Carolina — sat down to record an episode with a luxury agent. Standard guest interview. Nothing unusual going in.

What Kathy didn't know: her guest was part owner of a bank offering minimum **\$100 million commercial lending facilities**. She found out *during the conversation*.

That single recording turned into a \$100M-tier lending relationship now feeding into Kathy's global real estate work. From one 25-minute episode.

WHAT YOU'LL LEARN

How to get ready in 30 minutes — space, gear, questions, mindset.

The 5 rules that make sure the recording actually happens and gets used.

The 5 host skills that turn a Q&A into a real conversation.

How the call actually flows — chit-chat, intro, story, content, wrap.

What to do after you stop recording — plus the 13 follow-up moves that keep you in your guest's orbit long after the episode airs.

REAL AGENTS. THEIR OWN PODCASTS.

Every show below is owned and hosted by an individual real estate agent in the **ICONS network**. This framework teaches you how to host yours.



Part of 80+ active podcasts across the ICONS network

“After I interviewed a luxury agent on my podcast, she shared with me that she’s part owner of a bank. That conversation turned into a huge opportunity for my business.”

KATHY BYRNES — REAL ESTATE RICHES PODCAST

BEFORE THE CLOCK STARTS

GET READY IN 30 MINUTES.

Pre-recording prep is the difference between a smooth conversation and a scramble. None of it is complicated. All of it matters.

SET THE ROOM

Pick a quiet space. Turn off notifications. Block your calendar for at least an hour. Check the lighting — **face a window or a soft lamp**, not away from one. Clean up the background or run a virtual background. A tidy bookshelf signals “podcast studio.” A cluttered room signals “Zoom call.”

KNOW THE GUEST

Do your homework — website, LinkedIn, YouTube, recent interviews. Write **5–7 open-ended questions**. Skip yes/no. Go for “*tell me about...*” and “*what was it like when...*” Keep them visible on sticky notes or Riverside’s built-in script feature — not a bright Google Doc reflecting on camera.

RECORDING PLATFORM

We recommend **Riverside** — each participant’s audio and video records locally in up to 4K. Separate tracks per speaker, built-in editing, automatic transcripts, AI features. Guest doesn’t install anything.

Zoom works as backup — turn on separate audio tracks in settings. **StreamYard** for live streaming. Always have a fallback device recording locally.

THE GEAR — BY TIER

From the [ICONS Podcast Equipment Guide](#)

STARTER

FIRST-TIME PODCASTERS · ~\$100–150

MIC **FIFINE USB/XLR** — plug-and-play, XLR-ready later
 CAM **Logitech C920x HD Pro** — 1080p, reliable
 LIGHT Dimmable studio lights with tripod

RECOMMENDED

WEEKLY PUBLISHING · ~\$200–300

MIC **Blue Yeti USB** — clean, full sound
 CAM **Logitech Brio 4K** — sharp, great in low light
 LIGHT Dimmable studio lights with tripod

PRO

STUDIO-LEVEL QUALITY · ~\$400+

MIC **Rode NT1 Signature** — XLR, studio-grade clarity
 CAM **Logitech Brio 4K**
 LIGHT **Elgato Key Light Air** — desk-mounted, app-controlled

Budget alternatives at any tier: Audio-Technica ATR2100x · Samson Q2U (~\$70–100). Plus any closed-back headphones for monitoring.

DONE-FOR-YOU · ICONS handles the entire production stack — editing, audio cleanup, video edits, clip cutting. You show up to one 25-minute conversation a week. We turn it into an episode.

Book a 20-min call.

THE NON-NEGOTIABLES

THE 5 RULES YOU DON'T BREAK.

These decide whether the recording actually happens — and whether it pays off later. Each one is small. Skip any of them and the day gets harder. Here's where I set the bar: “*You don't have to be Joe Rogan to have the best real estate podcast in your city.*”

1 RECORD EVERYTHING.

Initial chat, podcast, and after-podcast chat — **the whole call**. You save the full conversation, including the moments that matter most. And you can't forget to hit record before the episode begins if you hit it at the very start.

This is exactly how Shae Spitz's deal happened — one early recording in Columbus, Nebraska led to a referral that ended in **75 acres of land closed** in December 2024.

2 BE ON TIME.

Open your Riverside studio **at least 5 minutes early**. Your guest might show up early — and the five minutes give you a moment to check equipment, relax, and get your head right before the conversation starts.

3 ALWAYS HAVE THE TALK.

The pre-podcast chit-chat and after-podcast conversation are where the relationship actually gets built. **Don't rush them. Don't treat them as filler.** Focus on what your guest is great at — *the genius of the guest* every time they come on.

4 DON'T GIVE UP ON A NO-SHOW.

It happens. Run the cadence: **email → text → call**. Wait at least 10 minutes. Then send a polite reschedule note. Gracefully handled no-shows leave the door open. Don't let ego burn a bridge over one missed appointment.

5 HAVE FUN.

Approach it with curiosity and energy — not pressure. Curiosity is the unlock. Three years and 600+ episodes later, guests now reach out for advice. **Positivity generates positivity.** The way you show up changes the way your guest shows up.

SHAE SPITZ



“One early recording → one relationship → a referral on a development opportunity → **75 acres of land closed, December 2024.**”

SHAE SPITZ — ICONS OF REAL ESTATE

THE HOST'S TOOLKIT

THE HOST SKILL STACK.

Coach Chris: “You set the frame. You control the context. You become the connector. You’re not pitching. You’re curating.”

01 ACTIVE LISTENING

Give your guest your full attention. **Stay present** — the next question should come from their last answer, not your prep notes. Use small verbal cues: “*That’s interesting,*” “*tell me more.*” Summarize what they just said every few minutes: “*So what I’m hearing is...*”

02 EMPATHY

Read your guest — their tone, pacing, energy. If they share something personal, respond with care. **Your guest can feel whether you’re actually interested or just running a checklist.** Coach Chris: “*When someone spends 20 to 30 minutes in conversation with you, the trust is built before the first call even happens.*”

03 STORYTELLING

Your guest doesn’t show up with a clean story. **Your job is to help them find one.** Ask: “*What was that moment like?*” Share your own experience briefly when it fits. Watch the arc — beginning, middle, end.

04 ENERGY & TONE

Set the temperature in the first 30 seconds. Match the guest — slow down for nervous guests, meet fired-up ones where they are. **Smile while you talk.** Your listeners can hear it even on audio-only. Bring the same tone in minute 25 that you brought in minute 1.

05 AUDIENCE ENGAGEMENT

The audience is the third person in the conversation. Speak to them directly: “*I know some of you listening may be wondering...*” Address their common challenges. End with a clear ask — subscribe, leave a review, reach out. **The right conversations attract better clients.**

THE FULL SESSION IS 40 MINUTES

HOW THE RECORDING ACTUALLY FLOWS.

Coach Chris: “Content shows what to do. Conversations reveal how you think.” Block 40 minutes on your calendar. Guests notice when you respect their time.

5min**CHIT-CHAT**

Set a comfortable tone and relax the guest

25min**THE EPISODE**

Self-intro, guest intro, guest story, main content & questions

10min**AFTER-CHAT**

Thank the guest, feedback, future collaborations

THE FIRST 5 MINUTES — CHIT-CHAT

Don't start recording yet. Don't open with the episode intro. Use these five minutes to make the guest comfortable. Two scripts that work:

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

“Before we get started, I came across [something from their social media]. It really stood out to me — I'd love to hear more about it.”

Then plant the after-chat early: *“After we wrap up, let's chat for a few minutes — I'd love to hear your feedback.”*

THE 25 MINUTES — THE EPISODE

A 4-part structure inside the recording:

- 1. Self-intro** — short, assertive. Your full show open is pre-recorded.
- 2. Guest intro** — built from your prep. Name them, name what they're known for, name what they'll share.
- 3. Guest story** — one open question that surfaces who they are. (Page 7 covers the exact question.)
- 4. Content + wrap** — the bulk of the time. Follow-up questions, transitions, clean close.

THE 10 MINUTES AFTER — KEEP RECORDING

Hit “stop” in your head, not on Riverside. **The recording stays on.** Thank the guest first, then check in:

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

This is where the conversation shifts from interview to peer-to-peer. **The guest's guard drops.** They start talking about what they're actually working on, the projects on their plate, the people they're trying to meet. This is where business often surfaces.

Full treatment of the after-chat on page 9.

DAY-BEFORE REMINDER

Send your guest a short note the day before. **Confirm the time, drop the Riverside link, share the topic flow,** and remind them of the basics — quiet room, headphones, neutral background. One clean email beats three scattered ones.

WARM-UP BEFORE RECORD

Take a moment. Quick mental warm-up. Sip of water. **Smile.** Smiling while you talk changes the sound of your voice — your listeners hear it even if they never see you.

THE FIRST 90 SECONDS + THE ONE QUESTION

OPEN STRONG. ASK ONE QUESTION.

SELF-INTRO: SHORT & ASSERTIVE

Your full show open is pre-recorded. Your live intro is one sentence. Two options:

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

“Welcome to [Podcast]! I’m [Your Name], and our guest for today is...”

Pick one. Stick with it. Consistency makes you feel professional and saves your brain on recording day.

GUEST INTRO: BUILT FROM YOUR HOMEWORK

Three jobs: **name them, name what they’re known for, name what they’ll share.**

“Please welcome [Guest Name], [Title]. [Guest] is known for [achievements]. With [their] experience in [field], [they’re] here to share [topic]. Welcome to the show, [Guest]!”

Three things to notice: short, specific, and ends with a warm welcome that hands the mic to the guest. No drawn-out fluff. The intro tells the listener exactly why this guest is worth their time.

REAL EXAMPLES FROM ICONS EPISODES

BLAKE CORY

“Blake Cory is the founder of Mega Team Builder Mastery Coaching and leader of a top-ranked team in SoCal. Blake coached thousands of agents, giving them a blueprint to build a high-performance real estate team. Welcome to the show, Blake!”

CHRISTINA SWYERS

“Christina Swyers is a 2x Icon Agent, serving the St. Louis community. A six-figure earner with a successful social media presence, proud to call herself the ‘digital mayor’ of her town. Welcome to the show Christina!”

“WHAT IS YOUR STORY?”

The single question that unlocks everything. Open the door and let them walk through it. It lets them choose where to start — the first deal, the career pivot, the lesson they wish someone had told them. **Their answer gives you every follow-up question you need** for the rest of the episode.

RK3: “Just a guy with a mic who believes that your story has the power to change the world.”

BUILDING, BRIDGING, WRAPPING

THE CONVERSATION ITSELF — AND HOW TO LAND IT.

The first content question should come from your guest's story, not your prep notes. Link your next question back to something they already gave you. Prep notes are a starting point, not a script.

SIX WAYS TO TRANSITION

01 · BRIDGE

USE THEIR RESPONSE

"That's fascinating! Building on what you just shared, how did that shape your approach to [next topic]?"

02 · ACKNOWLEDGE

SUMMARIZE + SEGUE

"It's great to hear how you overcame that. I imagine that resilience was crucial when you faced [next topic]."

03 · PHRASE

TRANSITIONAL PHRASES

"Speaking of challenges..." / "You mentioned [detail], and that leads perfectly into..."

04 · CLUSTER

GROUP RELATED TOPICS

Plan question flow so one logically follows the previous. Your prep **clustering** matters more than ordering.

05 · CURIOSITY

GENUINE INTEREST

"Wow, that's interesting. I'm curious — how did that influence your approach to [next topic]?"

06 · SILENCE

PAUSE STRATEGICALLY

A short, thoughtful pause creates a natural break. **You don't have to fill every second.**

OFF-TOPIC RECOVERY

"That's a great point! To bring us back to [specific topic], how do you see that impacting [related aspect]?"

Acknowledge the detour, name where you're going, ask the bridging question. Three moves, one sentence.

THE WRAP — 6 MOVES, IN ORDER

- 1 Recap key points.** *"Today we heard incredible insights on [topic], including [guest's key points]."*
- 2 Thank the guest.** Genuine gratitude. *"Thank you so much, [Name], for sharing your expertise."*
- 3 Ask for final words.** *"Is there any final piece of advice for our listeners?"*
- 4 Invite the audience to connect.** *"Where can our listeners find you?"* Let them plug their website, LinkedIn, book.
- 5 Audience CTA.** Subscribe, leave a review, check out the guest's links.
- 6 End on a high note.** *"We'll be back next week with more inspiring stories. Stay curious and keep learning!"*

THE MOST UNDER-USED 10 MINUTES IN PODCASTING

THE AFTER-CHAT + 13 FOLLOW-UP MOVES.

The recording is still rolling. The episode is done. Your guest exhaled. Their guard drops. **Whatever you do in the next 10 minutes decides whether this was content production or the start of a real business relationship.**

STEP 1 — RESET THE TEMPERATURE

“Thank you for an incredible episode! Now that we’ve wrapped up, we can relax... How do you feel about what we just recorded?”

STEP 2 — SHARE, THEN ASK

Share something brief about your own journey first, then ask: *“I’d love to hear more about what you’re currently focused on. Are there any specific goals or projects you’re excited about?”*

STEP 3 — THE SOFT PIVOT

“Let’s book some time to discuss your goals in more detail. I believe there’s a lot we can explore together!”

MATIAS BAKER

Standard guest recording. After-chat pivot. Matias: *“Your podcast was the best experience, best communication, best content.”* That compliment became ICONS’ **first done-for-you client** — and \$20M→\$25M in volume the first year.

THE 13 FOLLOW-UP TOUCHPOINTS

Transform a one-off guest into a long-term partnership.

- 01 FOLLOW-UP EMAIL**
Thank-you with key highlights
- 02 RELEASE DATE NOTE**
Notify guest of scheduled date
- 03 RELEASE DAY MESSAGE**
Personal note + episode link
- 04 POST-RELEASE FEEDBACK**
Ask for thoughts after it goes live
- 05 SOCIAL MEDIA TAGGING**
Tag guests in every promo post
- 06 LISTENER FEEDBACK**
Share testimonials from audience
- 07 FUTURE EPISODE INVITE**
Invite back for updates
- 08 ASK FOR INTROS**
Request intros to potential guests
- 09 EXCLUSIVE RESOURCES**
Share a guide, tool, or article
- 10 EVENT INVITATIONS**
Invite to webinars or live events
- 11 NEWSLETTER FEATURE**
Spotlight their wins, projects
- 12 MILESTONE CELEBRATIONS**
Acknowledge awards, launches
- 13 HOLIDAY GREETINGS**
Maintain the personal connection across the year.

DONE-FOR-YOU › ICONS automates the release-day note, feedback request, milestone shoutouts, and post-episode CRM moves — every guest, every episode. You stay on the relationship. We handle the cadence. **Book a 20-min call.**

YOU'VE GOT THE PLAYBOOK

WHERE YOU GO FROM HERE.

Prep in 30 minutes. The 5 rules. The 5 host skills. The 5/25/10 flow. “What is your story?” Six transitions, a six-step wrap, the after-chat, and 13 touchpoints. That’s the 25 minutes that change the relationship.

PATH 1

DO IT YOURSELF

Use this framework. Run the recordings. For the rest of the system, the four other frameworks cover what happens before and after the recording itself —

Overview, Inviting Guests, Launching, and Distribution.

iconsofrealestate.com/podcast-framework-download

PATH 2

HAVE US RUN IT

You show up to one 25-minute conversation a week. We handle everything else — guest sourcing, production, distribution, social clips, email content, the 13-touchpoint cadence, and direct coaching from me.

iconsofrealestate.com/podcastproduction

Matias Baker — ICONS’ first done-for-you client — had been doing **\$20 million in volume for three years** running. First year after starting his podcast with ICONS: **\$25 million**. His show is now the first result when someone Googles *probate real estate podcast* — anywhere in the US.

YOUR NEXT BIG BREAK CAN BE A **PODCAST** EPISODE AWAY.

TOMÁS FONSECA

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