

Unofficial Shopify Podcast: Welcome Packet

Welcome

You have been invited to record a podcast with Kurt! Hooray!

Here are some pointers that will help you get prepared ahead of time and make the recording process as smooth as possible.

The Call

We chat for a bit on Skype, record the episode for about 30-40 minutes. In total, set aside an hour to talk.

The format of the show itself is just two smart folks having a conversation, and the audience is lucky enough to be at the table next to us listening in.

I'll introduce the show, topic, and you, and then we'll just chat, until I wrap it up. (It's actually much easier to talk for 30 minutes than you'd think.)

To record, I'll be using Skype Call Recorder. All you'll need is headphones and a microphone. There's no software to install or anything special to do.

Don't worry about flubbing your responses. We edit the podcasts afterward so everyone sounds as smooth and coherent as Ira Glass at an NPR mixer.

Checklist

- Add Kurt Elster as a contact on Skype - <https://join.skype.com/invite/RO3>
- Ensure you have a working microphone.
- Wear headphones - This way the sound of us chatting won't be picked up by your mic.
- Microphone - An external mic is preferred but earbud/mic combos work as well. In order to prevent audio leakage to the mic, please keep your earphone volume turned down to a low but comfortable setting.
- Find a quiet place to record
- Doublecheck the time zones

Want To Become The Perfect Podcast Guest?

Prepare the following:

1. **Your bio** – Keep this under 200 characters, 30 words, or 3 sentences. (Whichever comes first.)
2. **Your headshot** – Send a high-quality photo. (By high quality, I mean 1400px wide or better)
3. **Your contact information** – include links to your website, any specific sites you are promoting (such as a new book or upcoming appearance) and your main social media sites.
4. **Topics to be discussed** — Identify 3-4 main topics you wish to cover. Write a brief paragraph or bullet points describing your expertise and points of view.

Send that stuff to kgelster@ethercycle.com (and I'll probably just copy & paste it straight into the show notes.)

Contact Info

Feel free to ask any other questions that you have. I look forward to having you on the show!

The Unofficial Shopify Podcast

- <http://www.unofficialshopifypodcast.com/>

- <http://twitter.com/shopifypodcast>
- <https://itunes.apple.com/us/podcast/unofficial-shopify-podcast/id918602360>

Leave a review if you're so inclined, it'll help increase your exposure!

Kurt Elster

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- <http://kurtelster.com/>
- Twitter: @kurtinc
- Skype: <https://join.skype.com/invite/RO3XlaaMcxu6>
- 877-384-3740 x700

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