



Podcast Guest Information for Life, Repurposed with Michelle Rayburn

Thank you for your interest in joining me on my podcast/vlog. If you haven't already checked it out, you'll find the episodes of *Life, Repurposed* listed here with show notes for each: michellerayburn.com/blog I post on the 1st and 3rd Thursday of the month, unless circumstances get in the way.

As of right now, audio is hosted on SoundCloud, iTunes, and Google Play, and video is on YouTube and Facebook.

The inspiration for the podcast is my book, *The Repurposed and Upcycled Life: When God Turns Trash to Treasure*. For a long time, I was a blogger on trash to treasure projects and repurposing. I realized there was a metaphor for life there, and now my goal is to help people find hope in the trashy stuff of life while also giving some fun and practical tips. It's about turning around tough circumstances, experiencing victory, and finding joy as we reach forward to accomplish goals and live life to the fullest.

Each episode is around 18-25 minutes long, and I cover three topic areas:

1. **Inspired Life (10-12 min):** Teaching on a topic. This is where I want to be real about my own struggles and help people find hope if their fellow learners. I want to come alongside like a friend having coffee with my listener. Content from guests should be focused on solving a problem for the listener or inspiring change.
2. **Life, Repurposed (5-10 min).** A way of applying the teaching or concept to life – This might be an object lesson, a before-and-after story or project, or even something crafty. This content from guest interviews can be a tip for how they came to a point of change or a practical way they got past a stuck point.
3. **Resources (3-4 min):** I give info about resources (usually a book). If my guest has a book, I will feature that, but if not, I will feature resources that my guest recommends. These are not paid endorsements, just sharing something helpful with readers. In the interview, I would like to focus on how this resource solves a problem for the listener or how it can help them take a next step.

I ask potential guests to give me a short summary of how they think they might be able to offer something that speaks to the needs of my audience in each of those areas. Sometimes it is personal story, or it might be something they have written about, or an area of expertise.

A little about the process:

Our conversation will take place on Zoom and I will record the video. I will produce the video and save an audio-only version as well and then upload to platforms. I schedule a debut on Facebook as a premiere. The premiere plays sort of how a live video might, but I hang out in the comments section. You will be able to share the post for this video premiere with your followers.

What I would like ahead of time are some talking points or sample questions that I could use to interview you in our chat in the Inspired Life section, or some bullet points that I can use for discussion. It's only about 12 minutes, so we don't need much info. For the Life, Repurposed section, the same thing, and then for the resources a description of your book or a helpful resource that I can recommend that relates to what we will chat about.

I keep it short, since my target audience is busy women who might have time to listen in the car between her house and the grocery store.

You will receive a podcast release form to sign and send back to me. This indicates that I have your permission to record our conversation on video and/or audio and to release it on my channel.

Thank you for considering sharing your great story with my audience! If you think you might be a great fit for an upcoming guest appearance, please email me at michelle@michellerayburn.com