



Podcast Guest Appearance Information for *Life, Repurposed* with Michelle Rayburn

Thank you for your interest in joining me on my podcast! 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

My show is hosted on Blubrry, Apple Podcasts, and Google Play, iHeart Radio, and Spotify. *Life, Repurposed* launched in late 2018 as a bi-weekly show, and in 2020 has advanced to a weekly show.

I post new shows on Thursdays. Solo episodes are around 15-20 minutes each, with guest interviews going around 25-35 minutes. My ideal customer avatar is a busy woman who has a few minutes on her lunch break, in the car waiting for kids after school, or right after she puts kids to bed. She doesn't have time for an hour-long show but wants nuggets to inspire her to live her best life.

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 women 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 25-35 minutes long, and I cover three topic areas:

1. **Inspired Life (10-15 min):** 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. In this first part, I ask you some questions about your story and what hurdles you have had to leap.

2. **Life, Repurposed (10-15 min).** This is where we chat about what has changed in you as a result of your experience. It might be a dramatic transformation, or it might be the little things God showed you as you walked through the experience. This content from guest interviews can be practical tips for how you got past a stuck point, something to inspire hope in listeners, and can include points from your book if you are an author.
3. **Resources (5-10 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. It might be a blog post or article, or even a book from another author that has meant something to you. 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 send 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. You may also include talking points that you use with media (see more about that below).

Logistics:

Our conversation will take place on Zoom and I will record the audio. Unless you have fantastic internet speed, it's best to just do the chat without video. But you have great speed, we can chat via video too. I only produce the audio portion, unless we're doing a special video.

A link to the show notes will go out to my mailing list when the episode becomes live. I also share to social media platforms and tag you in the posts.

Planning:

I will send you a link to Calendly to schedule a call with me.

If you have talking points or sample questions that I could use to interview you, please send those ahead. Otherwise a few bullet points that I can use would be great.

If you have a resource for me to recommend, a link would be super.

Right before the call:

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 audio and to release it on my channel.

When you dial in, I'll talk for a few minutes about our plan, but I don't practice questions or send them to you in advance. (I can always edit something out if I need to.)

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