



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 and transcriptions: michellerayburn.com/blog.

Life Repurposed releases on Thursdays. The show is in its sixth season. It appears on Apple Podcasts, Google Podcasts, iHeart Radio, Pandora, and Spotify. It also is now featured as a channel on other networks.

Audience:

A woman approaching mid-life and contemplating her purpose amid the challenges of juggling her needs and everyone else's. She feels disqualified or unworthy due to difficulties she's faced and wants to find hope in the brokenness through inspiration from others who have walked a similar path. She relates to a conversational style with a come-alongside approach.

Inspiration:

I help women find hope in the trashy stuff of life. The inspiration for the podcast is my book, *The Repurposed and Upcycled Life: When God Turns Trash to Treasure*, which uses the metaphor of repurposing and upcycling to help women find hope in the midst of life's struggles. The goal is to help women turn their tough circumstances into opportunities for victory and joy, as they pursue their goals and live life to the fullest.

Format:

I cover themes related to purpose, relationships, and growth (spiritual and personal). We talk about your story and a challenge or problem you have faced and how you found

a solution or grew from the challenge and where God showed up in your pain. I encourage guests to share a resource, such as a book, download, or podcast, that you have found helpful in your own journey. This can be your book or podcast too.

Each interview episode is around 30–45 minutes long, and I cover three topic areas:

1. **Your story:** This is where I want to be real about our struggles and help people find hope. 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. **Transformation:** 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.
3. **Resources:** I share a resource you recommend. It might be your book or podcast, 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.

Tips to Make Our Conversation Great

#1: The *Life Repurposed* audience is best served when you share specific stories about your experience with what God has done in your life. Try to think of stories that show how you learned something about God, yourself, or others as you processed through a challenge in your life.

#2: I'll spend the first part of our conversation talking about the struggle, and then move into the part where we talk about the solution. Specifically, I like to know how you found resolution, what you saw God do, and how it changed you.

#3: All interviews are prerecorded and therefore able to be edited. No live recording pressure.

#4: I like to vet the resource ahead of time. I do share many self-published books, but they must be professionally edited and produced. Typically, if they say "independently published" in the place where your publisher name would be on Amazon or if it has no reviews, I will ask for a different resource to share. If I decline to share your book, it isn't a criticism of your writing. Instead, as a publisher myself, it's a commitment to endorsing media that reflects well on my reputation. Thank you for understanding!

Logistics

Our conversation will take place on Zoom and I will record the audio. If you don't 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.

Our audio quality will be best if you have an external microphone to pick up your voice and separate headphones or earbuds to hear our conversation. When people talk into their computer mic while also listening on the speakers, it can sound like you're in an echo chamber. (You can set up Zoom to have input and output that is different from the computer default.)

Audio options that work well:

- High-quality ear buds that have a microphone built in.
- A computer microphone or web camera microphone for speaking, combined with earbuds for listening.
- A headset with a microphone.
- An external USB microphone for speaking, with earbuds or headphones for listening.

Planning

I use Calendly to schedule a Zoom call with me. You'll receive a confirmation email with the Zoom details, plus several reminders via email before our call, each containing the link for Zoom.

Sample Questions

Generally, the conversation flows from an initial introduction. I like to let the conversation flow as if we were sitting down and chatting over coffee. Please don't write out answers or rehearse responses. This gives you a feel for something like what I *might* ask.

- Describe a challenge that helped you learn to trust God more deeply.
- On this show I talk about how God can turn our difficulties into opportunities. What difficulty have you come through?
- I talk about how we can find beauty in the brokenness. When have you felt the most broken?
- When in life have you felt most alone?
- Describe a time when God seemed distant or far away.
- Describe a time when you questioned God or wondered if God would come through for you.
- When did you first see some hope in the midst of your struggle?
 - What did you learn as you came through it?
 - What about your story points people to God?

- How did you see a change in your situation that would cause people to say only God could bring about something like that?
- What before and after story are you most excited about in your life?
- What is God doing in your life now?
- How have you changed the most from who you were 5, 10, 15 years ago?

- Tell us about your latest book.
- Tell us about your podcast.
- Do you have any free downloads or resources that my audience can get?

For 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.)

Post-Interview

- I'll wrap up the call with you after we say goodbye to the audience.
- I'll let you know when our interview will be scheduled. And then it goes live, I'll send you a link to the post for the show. Feel free to share as widely as you would like. I will tag you in my social media posts.
- A link to the show notes will go out to my mailing list when the episode becomes live.

Contact

Thank you for sharing your great story with my audience!

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If you have trouble connecting, either email me at the address above, or text me.

I'm looking forward to our chat!

Michelle