



PAALAM LABS PODCAST

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The Guest Experience

Your Journey from Idea to Publication



Why Partner With Paalam Labs?



Executive Audience

Reach decision-makers and industry leaders actively seeking insights



Collaborative Process

We handle production while you focus on sharing your expertise



Professional Quality

Studio-grade editing and multi-platform distribution



Amplified Impact

Your content, optimized for discovery and engagement



Guidelines for Guest

Four principles to help you show up at your best.



Your Platform

Share your expertise and perspective — bring your point of view confidently.



Stories Are Gold

Don't shy away from personal moments and lessons learned — those are what audiences remember.



Be Conversational

Authenticity matters — speak the way you would to a trusted colleague, not the way you would write a white paper.



Brevity Is a Superpower

Make your point, ground it in an example, and land it cleanly — most memorable podcast moments are crisp and quotable, not exhaustive.



A Seamless Guest Experience

We've designed an intentional 6-step pathway to amplify your expertise and create meaningful content together.

01

Discover

Align on audience, format, and uncover your compelling stories

Est. 1 week

02

Prepare

Develop tailored questions and confirm logistics

Est. 1 week

03

Recording

Capture authentic conversation

Est. 1 day

04

Post-Production

Professional editing and asset creation

Est. 1–2 weeks

05

Review & Personalization

Guest approval and branding

Est. 1 week

06

Publication

Multi-platform distribution

Est. 1 week



Total Estimated Timeline: 4–6 weeks from first conversation to publication.



STEPS 1

Discovery Phase

Introduction & Fit

Objective: Ensure podcast-guest alignment on audience, format, and themes

Duration: Async email exchange / Meeting

Responsibility: Host

Output: Mutual confirmation of fit and interest

Topic Discovery

Objective: Identify your areas of expertise and stories that reflect your brand

Duration: 45 minutes meeting

Responsibility: Guest / Host discussion

Output: 1-2 topic options with brief descriptions





STEPS 2

Preparation Phase

Discussion Framework

Objective: Develop tailored questions and conversational structure

Duration: 3–5 days

Responsibility: Host creates framework; Guest provides inputs

Output: Question guide shared with guest for review

Pre-Podcast Alignment

Objective: Refine conversational flow and confirm logistics

Duration: As needed

Responsibility: Both collaborate

Output: Finalized talking points, technical setup confirmed





STEP 3

Recording Day



Capture Your Authentic Voice

Objective: Record a natural, conversational interview that showcases your expertise

Duration: 1.5 hours

Format: Conversational with Host

Output: Raw audio and video recording ready for post-production

- ☐ Relax and be yourself—we create an environment for authentic storytelling



STEP 4

Post-Production Excellence

Crafting Maximum Viewer Impact

Our expert team meticulously transforms your raw recording into an AI-powered, visually compelling conversation, optimized for maximum audience engagement. We weave together your narrative with stunning visuals and professional editing to ensure a captivating podcast.

- Audio enhancement and professional editing
- Video creation with branded visuals
- Social media clips and audiograms
- Episode artwork and promotional graphics
- Show notes and timestamps

Timeline: 1-2 weeks from recording to publication-ready assets





STEP 5

Review & Personalization

This crucial step allows you, the guest, to provide your valuable input on the post-production edits, ensuring the final episode accurately reflects your message and brand.

Review Edited Episode

Listen to the full edited episode and provide feedback or request any necessary changes.

Provide Branding Assets

Submit professional bio, headshot, and company details

Optional CTA Recording

Record a custom call-to-action for your audience

Timeline: 3–5 days for guest review and approval





STEP 6

Multi-Platform Publication

Strategic distribution to maximize your reach and impact across executive audiences.



LinkedIn Distribution

Full episode and thought leadership clips



YouTube Channel

Video episode with timestamps and chapters



Spotify & Apple Podcast

Audio distribution across major directories



Shareable Assets

Custom clips and graphics for your promotion

Ready to Amplify Your Expertise?

Join industry leaders sharing insights with an executive audience. Let's create something meaningful together.

Follow on LinkedIn

Submit an Idea

Follow us on LinkedIn for the latest episodes and industry insights



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