



PAALAM LABS PODCAST

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Guest Logistics

Your Guide to a Seamless Podcast Experience





STEP 1

Introduction & Fit

This isn't a sales call — it's a conversation. We want to understand your expertise, your audience, and whether Paalam Labs is the right platform for your insights. Come ready to talk about what you know best.

Come Prepared

Think about the topics where you've built real credibility — the challenges you've solved, the frameworks you've applied, the lessons that took years to learn.

Ask About Our Audience

Understanding who listens — C-suite executives, SMB leaders, transformation and digital practitioners — helps you shape your message for maximum impact.

No Commitment Required

This is a mutual discovery call. If it's not the right fit, we'll say so honestly. If it is, we'll move forward together with a clear plan.



 STEP 2

Guidelines for Guest Preparation

Think of this as your platform. You're speaking directly to the executives and transformation leaders who need your real-world insights — not textbook answers. Bring your point of view with confidence.



Personal Stories Are Gold

The moments that shaped your thinking — a project that almost derailed, a governance decision that paid off — are what audiences remember. Don't shy away from them.



Structure for Impact

A simple framework like **Problem** → **Solution** → **Impact** helps listeners follow your thinking and walk away with something immediately actionable.



Be Conversational

Speak the way you would to a trusted colleague — not the way you'd write a white paper. Brevity is a superpower: if you can say it in 90 seconds, don't take three minutes.



📅 STEP 3

Recording Day Logistics

A little preparation goes a long way. Set yourself up for clean audio, crisp video, and a distraction-free session — your audience will feel the difference.



Quiet Space

Close the door, silence your phone, and let others know you're recording. Background noise is the enemy of great audio.



Headphones Required

Wear headphones or earbuds throughout. This prevents audio echo and ensures consistently clean sound quality.



Best Mic Available

A dedicated USB mic or quality headset is ideal. Test your audio 10 minutes before we start — no surprises on the day.



Lighting & Camera On

Face a window or use a desk lamp. Camera stays on throughout — this is a video podcast and your presence matters.



Stable Internet

Close unnecessary apps and browser tabs. Bandwidth directly affects video quality — a wired connection is best when possible.



STEP 4

Post-Production Logistics

Sit back, chill, and relax.

Your digital assets are in expert hands. Our post-production team gives every episode a sophisticated, polished touch — so your insights sound as sharp as they are.

- ✓ You've done the hard part. We'll handle the rest — editing, audio mastering, intro/outro sequencing, and visual production are all taken care of by the Paalam Labs Podcast team.



STEP 5

Review & Personalization

Listen with fresh ears. Treat the edited episode like you're hearing it for the first time — does it sound like you? Does it accurately represent your thinking? Your review ensures the final product reflects your voice and your brand.

→ Focus on Substance

Minor verbal tics and natural pauses have been cleaned up. Flag anything that misrepresents your message or could be misunderstood by your audience.

→ Submit Your Branding Assets

A professional headshot, a tight bio (50–75 words), and your current company/title — these ensure your personal brand is represented accurately across all platforms.

→ Optional: Record a Custom CTA

Want listeners to find you on LinkedIn or visit a specific resource? We can add a 15-second call-to-action in your own voice.

Turnaround Time

We aim for a **3–5 business day** review window. If you need more time, let us know upfront so we can adjust the publication schedule accordingly — no last-minute surprises.



STEP 6

Publication & Promotion

We handle the heavy lifting. Your episode goes live across **LinkedIn, YouTube, Spotify and Apple Podcasts** simultaneously — no additional effort required from you. But the more you engage, the further your insights travel.



Shareable Assets Delivered

Short clips (30–90 seconds), audiograms, quote cards, and the full episode link — all optimized for your LinkedIn promotion out of the box.



Promotion Is a Partnership

We'll tag you and amplify to our network. Your share dramatically extends reach — engagement from you multiplies visibility for both of us.



Track Your Impact

We'll share episode performance metrics — views, engagement, listener demographics — within one week of publication so you can measure the reach of your insights.



Evergreen Content

Your episode stays discoverable long after launch. Guests regularly see engagement spikes months later as new audiences find the show through search and recommendations.



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Ready to Amplify Your Expertise?

Join the industry leaders sharing bold insights with a global executive audience. Your perspective belongs in the conversation.



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Submit an Idea

Have a topic in mind? Pitch your concept and let's explore the fit