

GUEST GUIDE



Come ready to talk.

Everything you need before we record.
Read it once and you will be ready.

THE QUESTION

The one thing to
think about before
we record
P. 3

THE SETUP

A seven-point tech
checklist
P. 3

THE EXTRA

Two optional ways
to amplify your
episode
P. 4

01 • THE SHOW

About the show

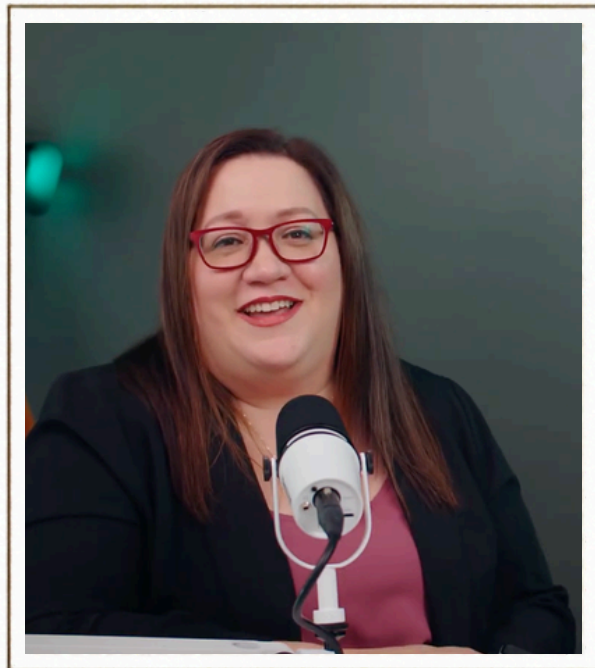
Honest conversations about what it takes to lead well.

THE NEXT TO NUNN PODCAST is for business owners, organizational leaders, and leadership teams who want honest conversations about what it takes to lead well. Listeners are experienced. They want real insight, not general advice. Every episode is a conversation, not a scripted interview.

The best episodes come from real stories.

A specific challenge you faced. A decision that was harder than it looked. Something you got wrong before you got it right.

No script. No agenda.
Just the conversation.



IN THE STUDIO

02 • THE CALL

What to expect on the call

No script

I send no questions in advance. The conversation lands best unrehearsed.

I lead

No presentation or agenda needed. Follow where the conversation goes.

30 to 45

minutes. If we are close to time, I will give you a heads-up.

Zoom

We record both video and audio.

03 • THE DAY

Day of recording

Join the Zoom link 2 to 3 minutes early so we have a moment to connect before we start. Do not bring notes or a script. If you stumble on something, that is fine. We keep it real on this show.



THE ONE THING TO THINK ABOUT

What is one leadership moment, a challenge, a decision, or a turning point, that you wish someone had talked to you about before you went through it?

That is usually where the best conversation starts.

04 • THE SETUP

Tech setup checklist

Seven small things that make the recording sound and look professional.



Update Zoom

Do it before the recording date, so there are no update prompts at the last minute.



Use a headset

Earbuds work too. Built-in laptop microphones pick up echo and background noise.



Find a quiet space

Closed door, away from vents, notifications silenced.



Face your light

A bright window behind you makes a silhouette.



Camera at eye level

Prop your laptop on books if needed.



Silence everything

Close extra tabs. Email, Slack, and silence your phone.



Stable connection

Wired is better than wifi. On wifi, stay close to your router.

QUESTIONS BEFORE WE MEET?

Reply to your booking confirmation email.

After we record

What happens once the conversation is done.

I will send you a share kit when your episode goes live.

When you share it, here is what I ask of every guest:

- Share the full episode on your socials, with the YouTube, Spotify, or Apple Podcasts link.
- Share two static posts and at least one reel.
- Share your own experience in your own words, and tag @amyknunn and @nexttonunn so we can reshare.

Every episode is published as recorded, with the same care.

THE OPTIONAL EXTRA • GUEST SPOTLIGHTS

Some guests also want their episode to reach more of the right people the week it releases. Spotlights are separate from the conversation and have no effect on whether or how your episode runs.

OPTIONAL

Leadership Spotlight

- No competing ads on your episode
- You choose your release date from the available schedule
- 3 dedicated clips and static posts across LinkedIn, Instagram, and Facebook the week it releases

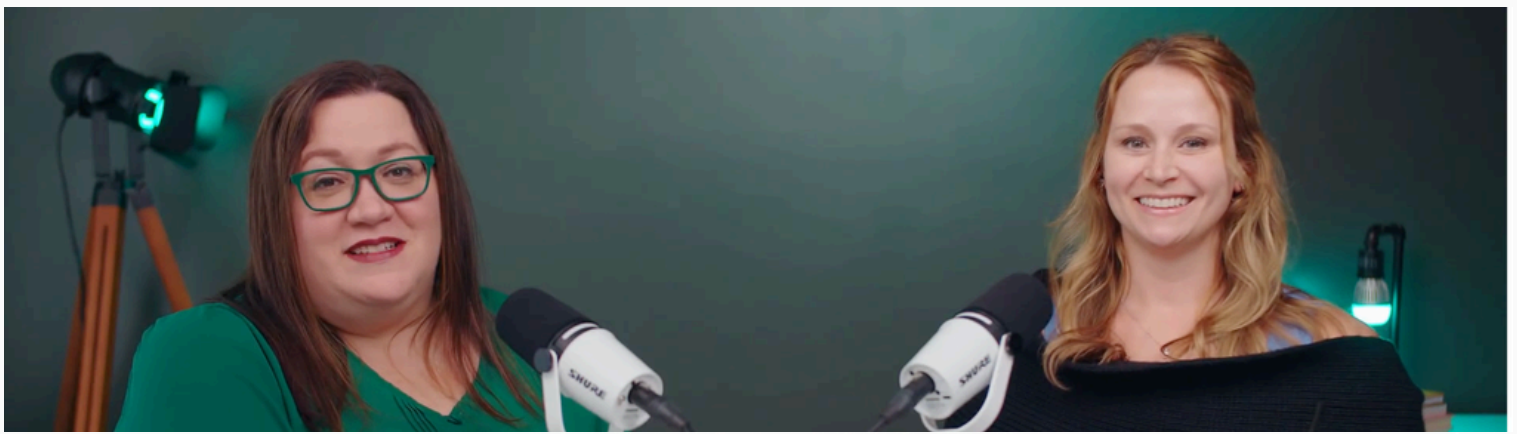
OPTIONAL

Executive Spotlight

Everything in the Leadership Spotlight, plus:

- You choose your release date from the available schedule
- A dedicated email feature to my list
- A long-form LinkedIn post, written in my voice, on your key leadership insight
- A personal media feature page for your speaker kit or profile
- 5 dedicated clips and static posts the week it releases

See both options and reserve at nexttonunn.com/podcast-spotlights



EVERY EPISODE IS A CONVERSATION

06 • QUICK ANSWERS

Common questions

Will I get questions in advance?

No, and that is intentional. This is a real conversation, not a scripted interview. Bring your experience and your perspective.

How should I prepare?

Think about one real leadership challenge or turning point you have navigated. Something specific, not theoretical. Beyond that, show up ready to talk.

Can I promote my work, book, or program?

The podcast is conversation-based and is not used to promote businesses, programs, or services. The focus is lived experience, lessons learned, and honest reflection. Your work will naturally come up, and I will make sure your name and where to find you are shared. Have your website and social handles ready. If you want dedicated promotion for your episode, this is what the optional Spotlights are for.

What if I need to reschedule?

Life happens. Reply to your confirmation email and we will find another time. The more notice you can give, the better.

Can I review the episode before it airs?

I do not send episodes for approval before publishing. If something comes up after it airs, such as a correction or a sensitive topic, reach out and we will handle it.