

Sound Brilliant!

Thanks again for agreeing to be a guest on my podcast, Law Firm Marketing Catalyst. I want you to sound as brilliant as I know you are. Part of that's on me as your interviewer. But part of it is as simple as having the right equipment to record the conversation.

I want you and your brand to be represented in the best possible light, so please read through the list below and make any of the suggested adjustments you are able to make prior to our conversation. Following these suggestions will enable us to make the most of our time.

The environment:

NOTE!! If it is a bad audio recording we can only do so much in post editing! Remember, garbage in, garbage out. So please make sure you review this so my team and I can make you sound great.

Turn off all non-essential programs on your computer to enable our recording to happen with less potential for technical glitches or unplanned pings or chimes.

Find a quiet place for our conversation.

Make sure all potential noisemakers are turned off or taken care of ahead of time (phones, email, kids, pets, etc.)

While we're doing our interview, please don't bump the table, scoot things around your desk, click pens, or anything else that might make noise. It's amazing what the mic can pick up.

Have a glass of water nearby during our chat... you may need it.

The equipment:

The microphone and speakers that are built in on your computer won't provide the sound quality we need. They'll mess with your volume/tone and we'll get feedback. So please don't use them.

Even a microphone that is built into your ear buds is better than your computer microphone.

I'm not suggesting that you need to buy a mic or headset. But if you do a fair amount of these sorts of interviews, you may want to consider it. If not -- ask around. You probably know someone who owns this sort of equipment and would lend it to you.

Make sure your computer speakers are turned completely down and you've set your computer's preferences to know that you're going to hear sound through headphones or earbuds instead. This will help us avoid feedback and electronic echo in the recording.

I know it's the 21st century, but if you can -- please use a wired computer connection (not wireless) if at all possible.

Thanks again for agreeing to chat with me. I can't wait to connect my audience to you and your smarts. I promise I will do my best to make you sound brilliant!

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