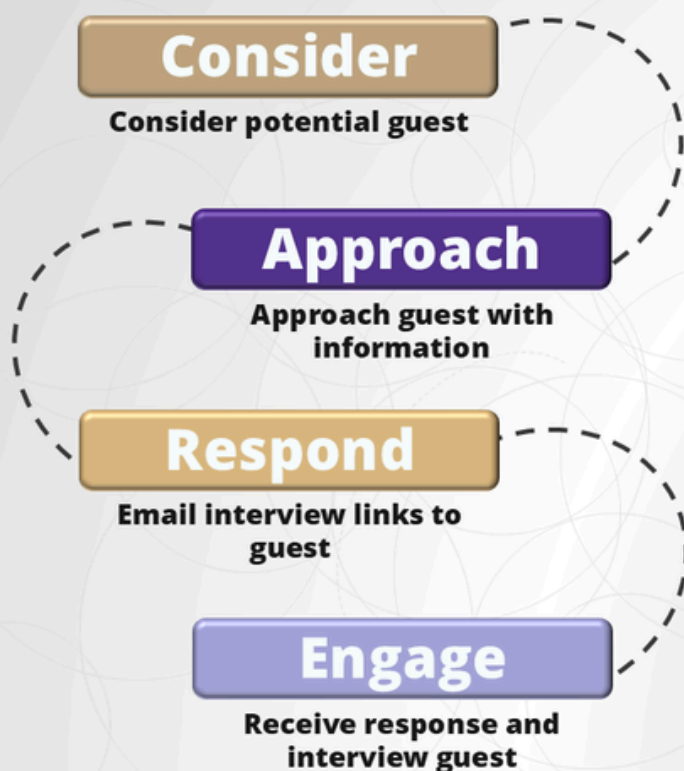


The C.A.R.E. Formula

INTRODUCTION

As a podcast host, you can engage with a wide range of guests and listeners from around the world. However, building meaningful relationships with your guests and audience can be challenging, especially if you are not sure how to approach each conversation. That's where the CARE system comes in. By considering, approaching, responding, and engaging with your podcast guests in a way that is authentic and respectful, you can build a foundation of trust and respect that will pave the way for deeper engagement and connection. In this e-book, we will explore how to apply the CARE system in interacting with podcast guests.

The CARE system is a comprehensive approach to guest interviewing that ensures that the interviewer considers, approaches, responds, and engages guests effectively. The CARE system is particularly useful for bloggers, podcasters, and journalists who want to conduct interviews with guests. This e-book provides an overview of the CARE system, its benefits, and how to implement it.



CARE Formula©

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Consider

The first step in the CARE system is to consider your podcast guest. This means taking the time to research their background, their interests, and their perspectives.

This involves identifying potential guests who are experts in your field or who have a unique perspective on a topic of interest. Considerations may also include their availability, their credentials, and their relevance to your audience. To help with this process, it's essential to have a clear understanding of your audience's needs and interests.

Approach

Once you have identified potential guests, the next step is to approach them with information about your interview. This may involve sending an initial email or message to the guest to introduce yourself and your interview concept. The message should be concise, polite, and professional. You may also provide a brief overview of your audience, your website or podcast, and the expected interview format.

Respond

After you have reached out to potential guests, it's time to wait for a response. Once you receive a response, you should promptly reply with the interview links to the guest. This step involves providing detailed information about the interview's logistics, such as the date, time, and format. Providing all the necessary information in a clear and concise manner will ensure that the interview runs smoothly.

Engage

The fourth and final step in the CARE system is to engage with your podcast guest in a way that is meaningful and authentic. This means building a relationship based on trust, respect, and mutual understanding. Engage involves creating opportunities for collaboration, problem-solving, and growth.

This involves actively listening to your guest, asking relevant follow-up questions, and making the interview as enjoyable and productive as possible. Be sure to show your guest respect, gratitude, and professionalism throughout the interview process. Engaging with your guests will not only help you build strong relationships with them but also create a positive impression among your audience.

Conclusion

The CARE system is a powerful tool for building meaningful relationships with your podcast guests. By considering, approaching, responding, and engaging with your guests in a way that is authentic and respectful, you can build a foundation of trust and respect that will pave the way for deeper engagement and connection.

The CARE system is a simple yet effective approach to guest interviewing that can help you improve the quality of your interviews and build stronger relationships with your guests. Remember to consider potential guests carefully, approach them with professionalism, respond promptly, and engage with them throughout the interview process. By implementing the CARE system, you can make your interviews more productive, informative, and enjoyable for both you and your guests.