

BUT WHO'S COUNTING?

SEASON 3
INNOVATION IN ACTION



BUT WHO'S COUNTING? PODCAST GUEST GUIDE

Thank you for being a guest on the Anders podcast, But Who's Counting? Whether this is your first time appearing on a podcast or radio show, or you're a seasoned podcast professional, below we answer any questions you may have to adequately prepare you for your episode.

ABOUT THE BUT WHO'S COUNTING? PODCAST

The Anders podcast, But Who's Counting?, is designed to provide real-world takeaways and examples of how business owners and executives can tackle different challenges in their businesses. As an expert in your field, we're looking for actionable advice you would give to other businesses experiencing the pain points discussed in the episode. We want to stay focused on telling the story with lessons learned and takeaways. While we will mention your relationship with Anders, we want to keep this about helping businesses, not promoting our services.

Season three of the podcast will introduce a video format spotlighting an Innovation in Action theme, with business owners and executives across industries sharing how they're embracing the latest trends in AI and leveraging innovative concepts and technologies to grow and future-proof their companies.

MEET OUR CO-HOSTS



Dave Hartley

Dave Hartley is a partner and the Director of Advisory at Anders with over 30 years of experience in C-suite leadership roles and consulting with privately-held businesses on technology planning and enterprise risk services. At Anders, Dave oversees the strategy of the firm's advisory services practice, identifying areas to enhance existing services and expand into other areas. A frequent podcast guest and thought leader, Dave has hosted the But Who's Counting? podcast since its inception in 2022.

Missy Kelley

Missy Kelley, our newest co-host, brings over 22 years of strategic growth experience in Fortune 500 companies. With expertise in innovation and strategic planning, she has made a lasting impact on both corporate and public sectors. Her unique blend of corporate and non-profit leadership fosters innovation and growth, emphasizing the value of collaboration and shared purpose.



HOW SHOULD I PREPARE FOR MY EPISODE?

Before recording your episode of But Who's Counting?, please fill out our [Podcast Guest Form](#) if you haven't done so already so we can get an idea of topics to discuss during the episode. It may help to start thinking about:

- ◀ Main points or advice you want to talk about during the episode – these can also be decided with Dave and Missy and will help guide the topic and episode.
- ◀ Always keep the audience in mind and think about what C-suite executives would want to know.
- ◀ Search for other podcasts that speak on your topic – gives you an idea of how to talk about these issues on a podcast platform and may uncover things they do well or things you would change.

We will schedule a time for you to record your video episode virtually via StreamYard, a platform similar to Zoom or Microsoft Teams, but with better audio capabilities. Each recording session will be 90 minutes, with 30-45 minutes to test and prepare before starting the recording. You will be on video, therefore we encourage you to be camera-ready.

HOW ARE EPISODES STRUCTURED?

- ◀ Each episode will be 20-30 minutes in length.
- ◀ Episodes will begin with an opening by co-hosts Dave Hartley and Missy Kelley and introduction of the guest and brief summary of the episode.
- ◀ The guest will provide a brief background about their career and company.
- ◀ The interview and meat of the episode will consist of Q&A between Dave and Missy and the guest.
- ◀ After the interview, Dave and Missy will ask the guest for one key takeaway business leaders can count on in our "Make it Count" segment.
- ◀ At the end of each episode, Dave and Missy will provide an outro explaining where to learn more about today's guest. We will share your website and social media handles in the show notes.




WHERE DO I GO TO RECORD?

We record all podcast episodes virtually through a platform called StreamYard and will record audio and video.

- ◀ Please be in a quiet, private, well-lit place free from possible interruptions.
- ◀ Make sure your location has reliable, high-speed internet access.
- ◀ Use reliable earbuds with a microphone.
- ◀ We have found that earbuds with a cord tend to be the most reliable.
- ◀ Test out your equipment, including your audio and webcam, prior to the day of the recording to make sure it works properly.
- ◀ Ensure you are prepared to appear on camera with a tidy and clutter-free background.

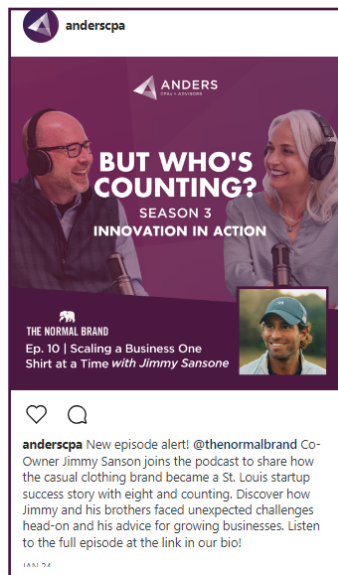
TIPS AND INFORMATION FOR RECORDING

- ◀ Please remember to mute notifications and close out of all browsers and windows while recording. Keep in mind the mic will pick up any clicking or typing.
 - ◀ Treat your recording as a casual conversation with Dave and Missy, as opposed to a formal presentation.
 - ◀ We will allow plenty of time to get comfortable with the platform and test the conversation before recording.
 - ◀ If you lose your train of thought, take a pause to gather your thoughts before beginning again. This will help in the editing process as we can remove any long pauses.
 - ◀ Keep in mind that this is not live, so we may ask you to start a conversation over or provide feedback during recording.
 - ◀ Dress professionally and avoid bright colors.
 - ◀ Don't forget to smile!
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WHAT WE WILL PROVIDE

We will share with you different styles of social media assets for you to share and post to different social media platforms. We want to make it as easy as possible for you to share this content with your network.

- ◀ **Link** to your episode.
- ◀ **Link to Our Social Media Promotion** - we will share the episode from our social media platforms. We encourage you to like share and comment on the post and we will do the same on yours.
- ◀ **Promotional Image** - this will be a static image with the podcast name and title optimized for Facebook, LinkedIn and Instagram for you to share natively on your platform if you choose to do so.
- ◀ **Social Media Copy** - a sample caption too post on your social media platforms.



WHERE TO FIND YOUR EPISODE

Once your episode is live, we will publish it on our website and send you a link. It will be syndicated to Spotify and Apple Podcasts.

Check out all episodes of the But Who's Counting? podcast at anderscpa.com/podcasts.

Thank you for sharing your expertise on the But Who's Counting? podcast! Please reach out to Ally Bruening at abruening@anderscpa.com if you have any questions about our podcast process.