



PODCAST GUEST BRIEF

RECRUITERS
MASTERMIND



RECRUITER STARTUP PODCAST



We're super excited about bringing you onto The Recruiter StartUp Podcast as a guest! Here is a bit more information on us and everything you need prior to and post-podcast.

The Concept

The Recruiter StartUp Podcast is an eclectic collection of series and interviews with thought leaders, practitioners, and specialists in the recruitment industry. We love having free discussions about the growth journeys of recruitment founders and learning about overcoming challenges in different aspects of a business.

We focus on our guests' experience and opinion on the market and strive to extract learnings that will not only bring value to our listeners but also put your company in the spotlight & show the world what you're about.

Our Platforms

- [Spotify](#)
- [Apple Podcasts](#)
- [Anchor](#) (which distributes the Podcast along all known streaming platforms)
- [Youtube](#)

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Distribution

The Recruiter StartUp Podcast is distributed on all major podcast directories, but we'll also be exposing the episodes to Doherty Group's existing audience:

- Subscriber/ customer/ email lists
- Website
- Social channels:
 - Linkedin - 32k connections & followers
 - Facebook - 4.5k members & followers

This episode will also be distributed within our RecWired communities, where we have over 1k recruitment founders, owners, directors, specialists, and vendors that share an interest in the recruitment market.

Logistics

You will need to save a 30 - 40 minutes slot in your calendar for a Zoom call, where we'll record the video.

We usually avoid scripting, so the interview will be conducted in a free manner - but we are always open on establishing a few points of discussion that can be niche, market context, specialism, or even location-related - there are no rules set in stone.

We then take care of editing all deliverables, which usually are:

- Youtube video
- Audio form
- Teaser mini clips for social media
- Thumbnails

If you have any preference about media we should use (i.e your photo) let us know beforehand. If not, we'll use your LinkedIn photo by default.

What you need on your side

On the day it would be amazing if you could ensure that:

- You're in a quiet room
- You have a stable internet connection
- You ideally wear headphones or have a microphone (both would help in cutting out background noise)

Content

- Each episode will last anywhere between 20-40 minutes post editing
- We will select 1-3 themes or topics to discuss, normally based on your previous experience or work prior to recording
- We will simply discuss on these topics and then our editing team will condense that into an awesome episode!

After we publish the podcast we'll send you an email with all links so that you can share it with your network too and have the episode reach as many people as possible.

Hope this brief gave you a bit more insight into what we're doing and we look forward to having you on!

- Dualta Doherty,

Managing Director @ Doherty Group