

Conscious Media Relations

Conscious Media
Relations'
Radio How-to Guide



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Author:

Get Booked on Radio With a Pitch That Wows Them!

By Jackie Lapin

Getting one radio to book you may be just luck. But getting dozens or even hundreds of radio shows to book you means that you must have a compelling pitch letter and subject that are irresistible. Hence prospective radio & TV show guests need to know the Key Tips on Getting Booked on Radio and TV with a Pitch That Wows Them!

Before someone tackles self-booking on radio, they should have some basic knowledge of what a show host or producer is looking for and how to write a letter than excites the booker. Jackie Lapin has perfected this art for her clients and is willing to share the inside scoop.

You'll discover:

- Keys to a Memorable Pitch
- How to Make It Relevant to the Audience
- How to Establish your Credibility as an Expert in Just a Few Words
- The Value of Testing Your Pitch
- How to Ensure Your Follow Up Makes an Impact

Jackie Lapin's **Conscious Media Relations** creates Radio Media Tours especially for authors, speakers and coaches by offering them to an exclusive list of more than **2,600 radio hosts** who seek interviews with leaders in personal development. Her agency specializes in authors, businesses and resources that touch on personal growth and conscious living. For more information, go to www.consciousmediarelations.com.

- 1) Why don't you tell us about some of the pitches you are working on currently?
- 2) Should an author prepare answers in advance?
- 3) What should an author be doing beside promoting the book?
- 4) How important is Internet radio today?

1. Make it a Memorable Pitch. It is imperative to get the attention of the host or producer immediately. The power of the lead paragraph cannot be underestimated. Especially in an email world, you have less than 30 seconds to grab their attention. So the concise first paragraph must shock, excite, intrigue or create a great reason to read on. Some of the ways that you can make it interesting are posing a question; making a bold statement; creating an unexpected juxtaposition; stating a problem that you are the person to solve; making a revelatory declaration; be topical and keying the interview to something newsworthy or an upcoming holiday; stating something only you can say; or tweaking and teasing the host. Look for holiday tie-ins.
2. Essentials To Make It Compelling. Here's how to make yourself irresistible to a host: Establish that there is a problem that engages the audience and for which you have the solution. Advise the host how your interview will benefit the listeners. Establish what you can say that they've never heard before. Tell the host how can it illuminate, motivate, inspire and make the listener *feel* something.
3. Mold the Message to Specific Audience. Depending on genre, topic and type of demographics different shows are looking for guests that fit a specific profile. You will need to tweak the message for each media segment, while not diluting the appeal. Tailor the pitch letter to the host, subject and the audience.
4. Making Sure It Has All the Right Elements. In structuring a compelling pitch letter that makes them say "Yes," you must have certain key information. These elements should be included in the order noted :
 1. An attention-grabbing lead
 2. Subject introduction/reason for interview
 3. Your credentials (keep these brief and pertinent)
 4. Benefits to the audience. Specifically state or spell out what will be learned by the listener
 5. Brief review quote from an endorser or reviewer, an objective party. In some cases you may want to state where you have been booked before. (Not on a competitive show, however.)
 6. Offer a copy of the book or product, and ask the host to advise if he/she would like one sent
 7. Provide contact to call for interview
 8. Restate in one line why you'd be a great guest and the benefits.
 9. Close and provide signature
 10. Keep it to one page
5. Create a Great Interview Packet. A radio interview has certain elements directed specifically to make it easy on the host to prepare for the interview. Your Packet should include a release on your product or book, your biography, questions you want to be asked and a JPG photo of yourself in case the interview is promoted on the show's website.
6. Test Your Pitch. Before sending it *everywhere*, test it on a few shows. See whether it's effective. Tweak it a bit, or try a different approach altogether until you find one that resonates with the hosts and producers.

7. Perfect the Follow Up Call. Now that you've send the email, fax or letter, it's time to make the follow up call. Try not to blow it here! After all, if you are dull and verbose on the query call, why should they book you for a full interview? So get to the point, don't rattle on, and keep it to a 30-second sound bite. Sound exciting; but not excited. Be professional; but not monotone. Practice your pitch in advance on others to make sure you have it just right.
8. Don't Overlook Internet Radio. You can take advantage of Internet Radio in a way you can't with mainstream. Internet radio show hosts have a more targeted audience and will let you aggressively and enthusiastically sell your product or service. You get more plugs over a longer extended amount of time. These hosts tend to be better educated and more focused on the subject matter. Some will post your book or product on their site so that listeners can immediately click through to your website or to Amazon.com. Internet radio hosts are accustomed to letting you drive listeners to your website for newsletter signups, free ebooks and other incentives to get people on your opt-in list.
9. Hire a Pro. Once you realize the amount of work it takes to create this kind of appeal and then research the thousands of radio shows that are potential portals for your message, you may find it easier to sign up for **Conscious Media Relation's Personal Development Radio Media Tour**, which offers you to 2,000+ radio shows across the nation to arrange interview bookings. The proprietary list of media includes network, syndicated, local broadcast and Internet radio shows that have again and again demonstrated their intense interest in personal development/self-help/spiritual/conscious living/conscious business/success principles topics.

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15 Ways to Make Your Radio Interview Count

Navigating in the New Broadcast & Internet Radio Landscape

By Jackie Lapin

With the vast increase in internet radio, authors now have a much greater opportunity to market their books and services via radio shows.

Whereas broadcast radio hosts frequently don't read the book in advance, generally only give you five minutes to expound on the topic and provide only one opportunity to mention your website, internet radio is an entirely new and welcome addition.

While the actual real-time listening audience might be greater with some broadcast radio, an internet radio show gets a much more targeted audience of people that are ready to buy because they are interested in the specific topic. They are also loyal to the host and believe in the implied endorsement of your appearance on the show. These shows generally last 45 minutes to an hour, which enables the guest to really cover a lot of ground and work up interest. Plus the host gladly allows the guest to provide a website multiple times. Even more importantly, the host may well have read the book and will sell it for you. If he or she loved the book, the host will tell the audience that effusively and explain why! Better yet, these interviews frequently have a very long shelf life on websites where listeners can come and download them almost for eternity. Internet hosts will often post on their websites a direct link to your website or an Amazon.com selling page for your book. And here's the bonus: these hosts are happy to help you promote your coaching programs, teleseminars and other revenue-generating products and appearances. Even if you don't sell books immediately, you can frequently generate new opt-ins to your list, and thus be in a position to upsell books and products in the future.

So when either launching a new book, or trying to revitalize a book that has stalled, a Radio Media Tour (RMT) is a great tool to get things moving. A Radio Media Tour enables an author to stay at home and simply do interviews from his or her desk, couch or back porch! These can be arranged by PR agencies or companies that specialize in Radio Media Tours based on their database of media contacts around the country.

The following are a few tips on how to maximize a radio interviews once you've gotten the bookings:

1. Be prepared and focused, but relaxed! –Create a list of key message points that you want to get across and have it in front of you. This way you'll avoid that dreaded "Oh, I should have said..." after the interview is over and you won't be tensing during the interview trying to get in everything you wanted to.
2. Be alert, awake and at your best even if it is the crack of dawn, a weekend, or a late night show – Get up and have your coffee even if you're on the West Coast at 4 a.m. talking to a morning drive host in Philadelphia. Make sure that if you're doing a weekend interview, you don't forget about it while you're lounging in the pool or having dinner with friends!
3. Know something about the interviewer and focus of the show – Check the website so you know that host's approach and what kind of audience the show attracts. That may well influence the content and direction of what you want to impart. It will make you connect more effectively with the listeners and impress the host that you are aware of what he or she does.
4. Make sure you know the call-in details -- This is very important. Don't realize five minutes before that you're the one who is supposed to call in and you can't remember where you put the number. Put the call-in number on your Outlook Calendar with the appointment so it pops up a few minutes before. Always make the call at least 5-7 minutes in advance. I always also save these emails in a file called "media" within my Outlook system, so I can go back and check if there is a problem. It's also wise to get a back-up number to call the host such as a cell in case you're having trouble getting in on a bridge line, or there are other delays. And vice versa, make sure the host or show producer has all of your phone numbers. If the call is being made from the show to you, make sure you provide a landline and not a cell number...and that you are at that number when they call.
5. Provide press materials, advance questions, introduction and photo -- Either you or the RMT booker should provide the host with a radio interview kit—which is different than a traditional media kit in that it provides a short introduction of you that can be read on the air, a list of 20 questions that the host can use as a guide, and a jpg photo that can be featured on the show's website or in a newsletter. This would be in addition to the traditional bio and book release. Make sure the questions are designed to take listeners down the path you would like, but keep in mind the most important questions should be at the top as some interviewers won't get all the way to the bottom of the list
6. A list of what you want to promote --Since Internet Radio hosts are so willing to provide an opportunity to promote whatever you desire, it's helpful to the interviewer if you provide a written list of things you want to promote, along with corresponding websites. This can be submitted at the time the interview kit is provided.
7. Should you provide a book?—If the host asks for it, by all means. But many media are comfortable working from press materials, and it's not worth expending the cost of another book and its shipping. However, especially on

- hour-long shows, the better informed the host is and the more enthusiastic, the more likely you are to sell books! So if you have the budget, send it!
8. Know how long you have for the interview—Going into the interview, get a sense of how long the interview is so that in case you have not gotten your website plug in and you are coming to a close, you can steer the conversation back to that topic, or anything else you want to be sure to mention.
 9. Ask interviewer who is to mention the website and when – It’s always more comfortable when you know what to expect, and it eliminates any tension over how and when you will get this vital information into the interview. Sometimes you’ll be able to get it in once in each 15-minute time block, while others would prefer just once at the end. You might also find some cases when the host prefers to do this for you. So if the host has no objections, do give the website a few times, and say it slowly!
 10. Have an inducement to get listeners to opt-in—Even if you can’t sell someone a book, don’t lose the opportunity of getting them to opt-in to your list. Offer some desirable free item that is available on your website—a newsletter, a daily tip, an ebook, a podcast or some other promotional item that will encourage someone to become part of your “opt-in family.” Ideally this should be on your home page or your principle book selling page. (See below!)
 11. Have notes in front of you if you need them-- If your book and topic involves information that doesn’t easily come to you—such as numbers and dates—or a long list of bullet points, have it in front of you, so you don’t have to fumble around and stall while you look for it.
 12. Be upbeat, lively, engaging – This is essential! Don’t be monotone or monosyllabic either! If you want to make sure you’re invited back again, make your first appearance stellar and compelling! What information can you offer their guests that ONLY you can do in this particular way. If you can’t get excited about it, neither will the listener!
 13. Opening the call –Thank the host for the invitation after he/she introduces you and state how happy you are to be there.
 14. Give value. Don’t *just* be selling your book. Give people useful information and leave them wanting more. Share your insights. Be willing to take calls if that’s an option.
 15. Closing the call –Before you say your final thank you, you may want to give one last uplifting message for the audience. As the best selling author of *The Art of Conscious Creation, How You Can Transform the World* and *Practical Conscious Creation: Daily Techniques to Manifest Your Desires*, I often close with by speaking directly to the listeners, saying “My wish for you is that may consciously create all that you desire!”

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The 20+ Ways to Seduce People to Opt Into Your Website!

By Jackie Lapin

If you are a non-fiction author, you will want to rev up your publicity efforts around the launch of your book. One of the most effective tools is radio—both internet and broadcast.

As the head of company that offers Personal Development Radio Media Tours for authors in the personal growth, self-help, spiritual or health genre, we have really grown to love internet radio because it generally provides the author one full hour to not only sell their book, but everything else in their funnel—audio programs, teleseminars, coaching programs and the like. This sure beats the five minutes you'll get on broadcast radio.

But one of the most overlooked opportunities is the art of getting people to go to your website to opt into your mailing list during an interview. If you can't sell them a book in the interview, this is the next best thing. And if you're really successful, you'll get them to buy (even if it's on Amazon) AND opt-in.

So how can you slip this in during a radio show? Offer the listeners something they want! But they have to sign up for it first.

Here are some items you can seduce them with:

1. A free consultation
2. A series of video tips
3. A written list of 10 or more valuable tips
4. A survey or quiz
5. An audio download (possibly a teleseminar, or one of your products)
6. A guided meditation
7. A free report or white paper
8. An emailed daily dose of your wisdom or expertise
9. A newsletter
10. A free chapter of your new book
11. A free ebook
12. A digital copy of a previously published book that is no longer selling
13. An aspirational image, something that will help them visualize a better future for themselves

14. A chart that helps them see where they fit
15. A personalized product (such as an astrological chart) based on information they submit
16. A useful digital tool for their advancement
17. The revelation of some little known compelling facts or photos (exclusivity factor)
18. Free membership in a club or organization
19. Free original music related to your subject matter
20. Free interviews with other experts in your field that you may have interviewed
21. Free reviews of products
22. Something silly and fun that's highly viral!

You'll want to have the opt-in lure set up before you start your radio tour. While sometimes the host will create an opening and invite you to mention your offer, more often than not you'll have to slip it in. You can do that by saying something like, "and if you go to my website (name the site), you can get...." Or "if you liked what we are discussing here, you can get more at (name the site) for free!"

So use your time on the air wisely and never forget to extend your invitational calling card to the audience!

Jackie Lapin's **Conscious Media Relations** creates Radio Media Tours especially for authors, by offering them to an exclusive list of more than **3000+radio hosts** who seek interviews with transformational authors. For more information go to www.consciousmediarelations.com. And then request a consultation on your book!

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Call Jackie Lapin at (818) 707-1473 or email her at **jackie@consciousmediarelations.com**

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