

## Media tips

### Sites to find special dates for your topic:

<http://seasons-seminars.com/datestoceleb.php>  
<http://www.thankscompany.com/pages/dates.html>  
<http://www.adsources.com/IDEAS/Cal/>  
<http://wordpress.com/tag/dates-to-celebrate/>  
<http://seasons-seminars.com/datestoceleb.php><http://www.thankscompany.com/pages/dates.html><http://www.adsources.com/IDEAS/Cal/>

## Barna Poll/statistics

<http://www.barna.org/FlexPage.aspx?Page=BarnaUpdateNarrowPreview&BarnaUpdateID=255>

## Online press kit

- Your photo and book cover
- Audio and video clips
- Bullet box to highlight what you can tell the listeners
- Ordering information
- Clippings/endorsements about you
- Book reviews

**Be engaging:** Success depends on the power of words. Sounding like a friend sharing experiences makes connections.

- Engage your host and listener with good content
- Be brave and launch into a topic that will interest the host and listeners Use the host's questions to move into your key points
- Use stories, anecdotes, and comments that tap into people's emotions
- To generate a positive response, ask rhetorical questions that cause people to think positively (yes answers)

**A positive story** (or nugget shares how a vulnerable person faced a struggle and made a life changing discovery that caused a change for the better.) Stories that grab attention of listeners:

- True stories with that elicit laughter or emotional responses
- Stories that promise a better life
- Have a purpose and make a point people can easily apply

## Offer the audience freebies

1. Chance for a free book: Let all email you that they want a book, draw a name, and that one gets a book
2. Free tip sheet
3. Downloadable audio or print file

## Talking points/ending well

- List 3 relevant points you think listeners need and will recall. Try to weave these into interviews.
- End with something memorable-such as an acrostic of key points/helps or motivational point to act on

## Take these steps to develop a hook:

1. Brainstorm all the topics and spin-off topics from your book.
  2. Listen to radio for and note hot topics.
  3. Subscribe to email pollsters, such as the Barna report (barna.org).
  4. Match up needs with your topics.
  5. Write a one two-sentence pitch that will grab a host's attention that shows what you can talk about to interest their listeners.
  6. Test the pitch. Ask radio listeners if they like your pitch. Ask your writing critique group to critique it.
  7. Go for it. Pitch it to radio stations (be sure your media kit is radio to send
- Value of Media interviews

1. It really is a time-efficient way to reach more people in different places with little cost. There are no traffic jams or road rage on the way--- No need to worry about looks, dress, breathe, and you pick your own comfy chair.
2. You never know who might be listening, even at odd hours and on small stations. Stormie Omartian started with any opportunity. She had an interview at a very early morning hour in a tiny Florida town when a TV producer driving through the area listened. He contacted her for a big interview.
3. Radio interviews can lead to speaking engagements. When I have done local radio, I have often had calls to speak afterwards.
4. You can engage the interest of people when they hear you. I did a teleconference with less than 99 people and immediately saw my sales and rank go up on Amazon.
5. It develops you as an expert on your topic.
6. Being on talk radio gets people talking and that creates a buzz about you and your book.
7. People need to hear someone's name several times before they recognize it. Radio can help get your name out. Some stations will advertise who will be the guests on their website and on earlier shows, so your name is put out a few times before you speak your first word. They introduce you to their audience.
8. If you are asked a whopper no one will not see your expression---
9. You can read from notes if you want
10. You can even snuggle your favorite stuffed animal or other prop to keep calm without looking dumb-no one will notice.

Ten reasons why media will want you:

- Media is costly and you are free.
- Media needs fresh content continually and you have it
- Media hosts don't have time to be experts in everything and you can be an expert they need
- Audiences want to be entertained and you can do it
- Media wants to be relevant and you can do that.
- Audiences want to be informed and you can give them information
- Media is rated and they need whatever will boost ratings-you can do that
- People want to identify with real people's lives and you can connect with that
- People love stories and you can share through your unique story
- Audiences enjoy controversy and you can create it

Benefits of media interviews:

- Gets your name out to people. They hear your name before and during the show. It is often posted on the web site with your book title.
- People experience your voice and get to know you a little and that starts a relationship.
- Free advertising.
- Provides opportunity to share experience
- This opportunity to connect to the audience is an opportunity to light a match and get the word about your book spreading.
- It's a tried and true method. Chicken Soup for the Soul compiler Jack Campbell attributes their success to getting on radio once a day for months when the book was released.
- Success depends on the power of your words. If you sound like an infomercial people tune out. If you sound like a friend sharing experiences then you make connections.

Media doesn't work

- If you use it to spin or scam people
- If you bore people and they tune out
- If you simply tell them the title of the book and to go buy it (that makes it an ad)

Television programs are looking for good guests. Some of these elicit better response than others but they are eager for good people -- especially good stories. The same is true for radio. I receive calls every week asking if I have "anything new." This is great for me as a publicist and is different than years gone by. Fewer publishers are sending out media review copies of books -- presumably to save a few dollars. Don Otis of Veritas Communications <[veritas\\_com@yahoo.com](mailto:veritas_com@yahoo.com)>