

4 Simple Steps to Being a Great Guest and Attracting More Opportunities With *Every* Media Interview You Give!



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Here are some useful media tips to help you make the most of all your media appearances, whether offline or online.

1. Accept all interview requests. All publicity is good. You never know who is listening now or in the future, or how one little interview can make relationships and open doors down the road. Sometimes people will ask, "What's the audience size? How many people do you have on your mailing list? What kind of exposure will I get?" Unless you are paying for the media exposure (as in an advertisement), the value you receive from doing an interview has little to do with the size of the show's audience. As a guest, you are being positioned as a successful expert and an authority. Act like it, because the recording will live forever - regardless of the audience size today. I still sell books off of little radio interviews I did 15 years ago.

2. Be a valuable guest. Hosts want to provide value to their listeners - and that's what you want to deliver. Show up in a big way. Own your subject! Before you open your mouth in any public venue you should have your Big Ideas mapped out into a simple framework, like "The 7 Habits of ____" or "3 Simple Steps to [Solving A Big Problem or Creating a Desired Result]." Don't focus on your services (what you do); instead, focus on the *problems* you solve and the *results* you deliver (what they get). If you receive show prep materials, study them and jot down notes to yourself about how you want to answer. Otherwise, prep your own questions and submit them to the host as suggested talking points. Listen to a previous episode to get a feel for the format. Tell stories and use real-life examples to illustrate your ideas and paint a picture for the listeners. Relax, be yourself, and have fun!

3. Promote your media appearances before, during, and after your interview. Use my "Social Media Cheat Sheet" (attached) for a proven template that has worked well for my clients. The best way to come across is to use the "humble brag" approach – rightly valuing the media opportunity you have without sounding too over-the-moon about it. A series of, "Wow, I'm so excited!" -type posts gets more positive attention and creates more interest from your followers than a single post. Build up momentum and excitement around your appearance.

4. Post the recording of your interview to your website. All media outlets should provide you with a recording of the show in which your interview appeared. Add that recording to the "Media" section of your website, to your press kit, or to your "About" page. Then, add links to your recording in your promotional materials, sales funnel sequences, emails, and sales proposals to add a boost of third-party media credibility for your brand. This communicates to your website visitors, prospects, clients, and partners that you are media savvy, you have third-party credibility, and you are a trusted leader, advisor, and subject matter expert. Whether they listen to the interview or not, just having an interview for them to listen to is sometimes all it takes to immediately position you as an expert in their eyes. ▪

SOCIAL MEDIA CHEAT SHEET FOR PROMOTING YOUR INTERVIEW

Give this to your social media person or post it yourself. Feel free to edit the language to fit your unique voice.

<p>☐ POST #1 When You are Booked</p>	<p>WOW! I was just contacted to be interviewed on a very popular show to talk about [BIGGEST PROBLEM YOU SOLVE].</p> <p>Getting lots of attention, and the media exposure is about to snowball...so excited!</p> <p>I couldn't have done it without you.</p> <p>I'll post the details and link to the interview as soon as it airs.</p>
<p>☐ POST #2 Right After You Do the Interview</p>	<p>Just had a fantastic interview with Ralph Brogden on Rebelpreneur Radio. Can't wait for this to air!</p> <p>I'll post the details and link to the interview as soon as it goes live.</p> <p>Thanks for supporting this dream of mine!</p>
<p>☐ POST #3 When Your Interview Goes Live</p>	<p>YESSSSS!! My interview on Rebelpreneur Radio is live!</p> <p>Ralph Brogden really did a good job of digging in to how I help my clients. I never really take the time to think about how I help people. This was great!</p> <p>Feels good to put in all the hard work for so long, and really see that I am making a difference.</p> <p>[LINK TO INTERVIEW]</p>
<p>☐ POST #4 2-3 Days After Your Interview Goes Live</p>	<p>WOW! My interview on Rebelpreneur Radio is really getting a lot of great feedback!</p> <p>Thank you to EVERYONE that's downloaded this (so far) for your support and encouragement.</p> <p>So excited!</p> <p>[LINK TO INTERVIEW]</p>