

Centaur Strategies
Special Report:

How to Get Booked as a Guest **on T.V. & Radio**

Lights! Camera! Action! ***12 Insider Secrets to Appearing on TV & Radio Shows!***

You've got a great book that you've been working on and now you desperately want to get the word out. Well did you know that radio and TV is one of the biggest marketing secrets to becoming a best-selling author? And did you know that you could use these techniques to not only promote yourself, but sell thousands if not hundreds of thousands of your books without it costing you a dime?! Producers and hosts of talk shows NEED content and that is where you come in. It's a win-win situation. They get a great show and you get great publicity that you can recycle for years, AND make a ton of money selling your product!

So how do you do it? You're in luck! This report will be your guide and take you through 12 INSIDER SECRETS to getting successfully booked on television talk shows and radio shows. I've researched how the best of the best were successful at getting on local and even national shows and now you have all their secrets! You are in a great position to learn from their mistakes and benefit from their wins. They've already done it and I'll show you how!

Congratulations on making that first step! Your first step is to read these 12 insider booking secrets with a pad of paper next to you. Read each secret at a time and then jot down some ideas of how each one can apply to you. This is a brainstorming process so don't judge what you write down. Sometimes the silliest idea is the one that will create the most interest. The more fun you have with this, the more fun and exciting it will seem to the person you are pitching your show concept to. Don't worry I've included some "pitching" tips for you. So let's get started and remember to have fun with it!

INSIDER BOOKING SECRET #1: Think outside the box.

Think of things from their perspective. If you were a host or a producer of a show, you wouldn't want an infomercial for a show, you'd want thought provoking, interesting discussion.

1) Think about what YOU can talk about – NOT what your book is about.

For example, if you wrote a book on investing or money management you could say:

“I could tell you the 5 critical ways rich people think differently than the poor or middle class.”

Or if you wrote a book on changes in society or even teens, you could say:

“I'm an expert in education and I can tell you why your state ranked 9th in the polls.”

2) Use a CHAPTER of your book as an angle for a show.

Jack Canfield wrote a motivational book and had one chapter on fear of failure. He came up with an angle for show called “Can your audience identify these famous failures?”

He read a description of famous failures and had the audience guess whom it was. The examples he used were Disney and Abe Lincoln. This was a fun show that was memorable for people.

INSIDER BOOKING SECRET #2: Solve a problem.

Learn to think like the producer. Producers have 3 main fears of booking guests on their shows.

These fears are:

- (a) That you will be boring
- (b) That you will turn their show into a non-stop commercial for your product
- (c) That you won't show up for the interview. Believe it – it happens all the time.

Here's how to SOLVE these problems and overcome these objections:

(a) Solution to being boring:

I'm exciting, entertaining and easy to work with!

- Provide quotes and testimonials from other show hosts/producers, even if it's local.

Example: "Joe lit up our phone lines!" Star TV Host/Producer

- Ask the producer "What can I do to give you a really good show? How can we make this your hottest show ever? Here's what I can do for you..."

(b) Solution to selling your book without sounding like a commercial:

- After you've established good rapport and they've given you the green light for being a guest, say to them: "My books are not available in bookstores, would it be ok to give a number or website at the end for more information?"

(c) Solution to calming their nerves over no-shows:

Tell the producer: "Do you ever have cancellations? Well, if you ever need to book a show at the last minute, call me. I'd be happy to help you out in a pinch." This gives you professionalism and shows them that you're on their side. I got a client booked on a talk show with this method after the producer said their fall line up was full! My client was on TV 2 days later.

INSIDER BOOKING SECRET #3: What's happening?

After September 11th, numerous shows were created on grief, different cultures, violence in society and even family values and parenting. Pay attention to local or national events, news or trends that are happening right now.

Is your book related to Pop-culture? If you wrote a book on Self-Esteem, you could pitch a show on "Why famous celebrities have it – then lose it all" You could talk about the drug scene, jail time, eating disorders and even suicides. These people seemed to have it all but had self-esteem issues not so different than our own as I discuss in my book..."

Does your book appeal to a local angle? If you wrote a book on Real Estate investment, you pitch a show called “Why (the local city) is a sitting gold mine that nobody knows about”.

Watch the news. If a new study comes out of the effects of aging, or a new wonder drug, and you’re an author of a book on nutrition, you could pitch a show called “How to live longer and look younger the easy way”.

INSIDER BOOKING SECRET #4: What’s different about you?

Most producers may think, “Why should I interview this speaker when I’ve had someone similar here before?”

Think of “a hook” or angle that makes you different.

INSIDER BOOKING SECRET #5: Piggy back on a celebrity.

An author wrote a book entitled “Taking Back America”. He had no credentials, the book was just his opinion of how things should change. To promote it he ran a photo of Newt Gingrich (because he was in the news at that time) and suggested a show called “Why Newt Gingrich is bad for America” and detailed a few points of why Newt is bad etc.

The thing to note here is Newt was NEVER included in his book. There is absolutely no mention of him in the book, but the guest could get booked and angle the interview for his book. For Example: “The country is really not on the right track – what we need to be doing is...”That’s why I wrote my book Taking Back America”....

*This is also a way to promote your book several times without much notice.

INSIDER BOOKING SECRET #6: Make it Timely

Think how you can relate your book to different times of the year. Think of seasons, national holidays, festivities and lesser known fun national holidays or events. Use different angles to promote the same content.

Example: Generic self-help book entitled “The power of positive feelings.” This author got booked on a TV show by suggesting a show entitled “How to beat the Holiday Blues”. He was then able to draw on his expertise and talked about depression and the power of positive feelings.

Another example of seasonal topics is for New Years. Suggest a radio show called “Play the New Years Resolution Game! – live on air”. The pitch: “Most people make resolutions and are not able to make them stick. Joe has spent over 12 years helping people set goals and achieve them.” Have callers phone in and give 2-3 New Year Resolutions that they are setting. Whoever Joe feels is challenging themselves the most they will win an autographed copy of his book or a gift certificate for his seminar.

Further examples of timely shows:

If you wrote a book on dating or marriage, you could pitch a show on “The 10 worst things you could say to a man”, or “How to FIND and KEEP the person of your dreams”, and sell it for valentine day.

Or if you wrote a financial book, you could pitch a show called “How to give great gifts, without hurting your wallet”, and pitch it late fall when shopping season hits.

INSIDER BOOKING SECRET #7: Make it Humorous.

Make it interactive and fun.

Pitch a show that is entertaining that you would want to watch. If you wrote a book on Psychology or Relationships, you could pitch “The 12 wackiest marriage proposals—did the brides said yes?”. You could pitch this show even if you wrote a book on diamonds.

Producers love funny entertaining guests and shows. TV and radio shows are all about communicating a feeling.

INSIDER BOOKING SECRET #8: Raise a Controversial Issue

If you wrote a book about parenting you could pitch a show on “When is it going too far – the truth on disciplining your child” or “Is giving allowance, buying good behavior.”

INSIDER BOOKING SECRET #9: Do a Diagnosis or create a call-in show.

Some producers of radio and some TV shows love this because they think they decrease the risk of a boring guest ranting on and on. This also shows other viewers that the show is interesting because the audience is participating.

What can you diagnose for callers?

Example: If you are a speaker or trainer, you may want to do a show on helping people become better communicators. Have them call in and give them tips. You could rehearse job interviews, or communication skills in relationships or a show called “Never be ignored again, how to be heard & remembered.”

A Nutritionist that wrote a book on “Foods Causing Cancer.” He sold over 300,000 books through shows with this angle: “This man can tell you what you really ate for breakfast this morning.” Callers would tell him what they ate and he would generalize the nutrition and then talk about which foods create Cancer, the content of his book.

Another example of Interactive Show is how the creator of a computerized dating service came up with a show angle: “Let Dave match-up your audience.” This unknown man got booked on Oprah with this angle.

INSIDER BOOKING SECRET #10: Do a Ranking.

Rankings are great little “news” items. They are usually fairly easy to pitch to a programming director of a radio show, as they are short and news-like. Make them interesting and fun.

Example:

- 10 Hottest Celebrities

- 10 People to watch closely this year
- 10 Most Profitable People in America

INSIDER BOOKING SECRET #11: Associate yourself with a charity or non-profit society.

Cynthia Kersey, author of *Unstoppable*, appeared on the Oprah Winfrey show as an advocate for Habitat for Humanity. This benefited the author in two ways, she was able to give national attention to a foundation that she believes strongly in and talk about her upcoming book. Her book is about Unstoppable people. Habitat for Humanity has Unstoppable people donating their time to building homes to give hope and pride to people in need and inspire their future.

INSIDER BOOKING SECRET #12: Think Visually.

Suggest a panel on an issue and include yourself as one of them. If you're worried about being booked as the featured guest, then position yourself as one of the "experts". This technique can also give you great contacts to do business or future joint ventures with.

What can you physically show or do on TV?

Example: An author of a book on relationships entitled "Beyond putting the toilet seat down" suggested a show on "What couples fight about the most." She told the producers she'd bring a "Gripe Bag" filled with objects that couples fight over. These items included car keys, etc.

Who Do I Pitch To?

Now you have 1 or 2 strong show concepts, whom do you pitch too?

There are two people you can approach: 1) The program director or sometimes called the Producer or 2) The show hosts themselves. The difference depends on the size of the show, whether it's a national or local show, and researching who has the most pull. For example, a national show such as the Oprah Show will have several producers, any one with which you can contact, a local show that is a regular feature may have a program director who decides the show's content, or a

local show that is put together by the host themselves and they decide who their guests are.

Here's a couple BONUS TIPS:

1) Watch or listen to the shows BEFORE you call them. Get to know their style. Are they fun, fast and upbeat? Or are they news oriented and serious? Do they prefer straight interview styles or call-in interactive shows with audience participation? I once booked a guest on North West Afternoon in Seattle by offering “take-home advice” and a quiz for the audience. This was after I researched that this was the formula they preferred.

2) In radio, most people will tell you that commercial time and interviews are separate. Two different departments that don't work together. Well legally that may be true, but I'm giving you REAL WORLD techniques. The fact is, every time I've offered to “pick-up” some commercial time, just to “support” the station, as a “thank-you” for the interview, I've been successful-- 100% of the time! That's pretty good odds, wouldn't you say? And pay attention to how I phrased that statement. No-one gets offended, it has been made verbally clear that I am not BUYING the interview nor are they SELLING it and both parties get what they want. Simple.

By the way, here's the same tip in reverse. Call up a radio station, ask for an “account executive” and tell them you'd like to buy some radio commercial time. When they get all excited, tell them that you have a great tracking system and have found out that your product sells like hot cakes on those stations that provide a brief interview. And those that didn't you lost all your money on and therefore cannot advertise again on that station, as it wouldn't make any business sense. This account executive wants your business, and not only that, they want your campaign to be successful --they want you to sell tons of your products!

All good things. Therefore let them pitch your show concepts to their boss for you. They will do a good job, as they want your business. This gets them working for you right away and you'll be amazed at how quickly they'll get back to you with a programming time for your interview.

3) Ask the producer how many people they have in the studio audience. Tell them you'd like to give them each a copy of your book as a gift. And make sure you

mention it at the end of the show. This makes you look very generous and you've just increased your readership by hundreds if not thousands.

Good luck and have fun! You've got a great book or seminar information to offer and the more people who know about it, the more people will benefit! Including you!

Believe in your dreams!
Stefanie



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