

Market Your Book With Radio & Podcasts At-A-Glance

Find Stations and Podcasts to Pitch

- Pinpoint your target market.
- Podcasts
 - Google “target market + podcast”
 - Identify author/influencer and find podcasts they’ve been on
 - **NAME** + (intext:podcast OR intitle:podcast OR inurl:podcast OR inurl:episode) -site:**INFLUENCERHOMEPAGE.com**
 - Search their name on PodBean or Podchaser
 - Search their name on iTunes or Spotify
 - New and Noteworthy on iTunes
- Radio
 - Local: stations at locations where you’re traveling, have lived, or where your book takes place
 - Online radio stations: iheart.com can filter by major city areas

The Pitch

- Check site for pitch guidelines and contact information. If unavailable, try politely reaching out on social media to ask for an email address.
- Suggest an angle for the interview. Make yourself easy to say yes to.
- The best guests don’t sell, they inform. Position yourself as an expert.
- Offer a complimentary copy of your book.
- Follow up if you get no response.
- Make yourself available and respond ASAP if you get a request, especially from radio. Radio people are notoriously last-minute!

Prepare for Your Interview

- Find out how long you’ll be on in advance, so you can be sure you have enough material.
- Offer some sample questions.

- If able, do the call on a landline. If via computer, consider recording an extra version on your phone or computer while you talk.
- Have a POLISHED elevator pitch ready for your book.
- Prepare some notes, but don't be married to them. The host wants to have a *conversation*, not hear you list off bullet points.

At the Interview

- Turn off devices, remove noisy jewelry. Have a water bottle—nothing that can spill.
- If via internet connection, minimize other WiFi usage.
- Be ready early and take one last glance of materials.
- Speak slowly and don't be afraid to take pauses and breathe.
- Speak as if to someone who hasn't read the book.
- Use specifics, keep up your energy, and articulate.
- Don't.....
 - Hit table to make a point
 - Give quick yes-or-no answers
 - Ramble
 - Smack lips
- Relax and smile! You can hear a smile in your voice—trust me.

After the Interview

- Ask how you can support and share.
- Send a thank-you. Cultivate a connection and send applicable news every once in a while.