

How to Get Radio Interviews with Your Book

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Many people try to get radio interviews to promote their new book. It's a great idea. You can get the word out to lots of people at no cost. Remember the right radio programs are looking for good authors to interview. But also remember, a great interview makes the station move forward, and a bad interview creates a significant setback. So fully expect that they will be very picky in choosing what they believe will be a successful interview.

So how do you show the station management that your book and its author are setup for a successful interview? If you send a book, here is what happens. They look at the title, the front and the back, reading whatever is there. Then they look at the table of contents. Then they flip around a little bit and put the book aside because they don't have time to read it.

So here is what the gurus recommend:

- In addition to a good book title with attractive info on the back, create excellent chapter titles that are so intriguing a viewer can't just stop after reading the table of contents.
- Have "About the Author" listed somewhere very conspicuous and make it good. So good that if a DJ announced your were coming on the air tomorrow, listeners would want to be sure and not miss it.
- Have a short summary section at the end of each chapter
- Have a few "Discussion Points" listed in the summary section
- Have a few "Questions and Answers" listed in the summary section

Now the decision maker at the station can quickly look at the title, the info on the author and the table of contents. If this all looks like a fit for the station, the decision maker can now look at the chapter summaries and see how easy it will be to interview you on the air. You have already given them discussion points as well as questions to ask you questions to which you have written the answers.

You have created a smooth process for the decision maker and he/she will be highly encouraged to now pick up the phone to schedule you.

One last point that the gurus highly recommend: You have captured a golden opportunity to tell a choice demographic about your book - make the best of it. Find a media coach skilled in radio interviews. Invest a few dollars and get some coaching. You will get an excellent return on your investment. Also, your next book will be a warm welcome to the station management.