



## How to be a Great Radio Guest

### Sharing your book on the radio

Hello everyone! I am so happy to share with you tips for being a great radio guest.

My work with radio started after Hurricane Katrina when Hurricane Sandy came to the Northeast and radio shows found my work with post natural disasters as something to be shared with their listeners. At the time, I had published two books on how to take care of yourself prior to a storm and how to recover from a natural disaster. Both books are out of print and I do not anticipate reviving them at this time. What I experienced was a great difference in the radio guest spots that came up at the last minute as everyone was feeling the crisis looming. One station wanted me to talk for five minutes, but neglected to tell me only 90 seconds of my words in response to two questions were being used and the rest of the time was commercials. Another station had me on hold for 30 minutes, but the host was only looking for five to six tag lines with one or two key sentences he would use to back up his beliefs on how to prepare for the storm. Still another host had so many questions that were not even related to the potential effects they would feel from the storm that the conversation fell flat.

Following these experiences, I wanted to share my words via radio myself, and Blog Talk Radio was a great option. It was inexpensive, on demand, and once I paid monthly for it, I could do what I wanted for the month with shows. Now, my apprehension started to escalate as I had fears including that no one would listen, what would I say, what was my point, and how could I get these shows out to the masses.

Well, I now have over 500 shows, over 1million listeners that I can count and millions of minutes where I speak into the universe what I am thinking and what the guest is sharing on a topic in casual conversation.

If you wish to be radio host, let me know. I would be happy to share my short program on what I did to find my way through all the options out there and be successful.

Now, let's move on to talk about how to be a great guest sharing your new book with the listeners. Here are a few things that are very important to me and I have said many times in the past are 'deal breakers'.

#### **To print or pdf:**

If you have a book, ask the host if they prefer pdf or print book prior to the show. Myself, I require a print book because I do not scroll through screens to find what I wanted to talk about while doing a show. I read every book from front to back, make notes in the margins and fold down the pages for reference.

#### **Are we live or recorded:**

Ask if the show is live or pre-recorded. I have done hundreds of live shows and I am now transitioning to pre-recorded as the world energies are causing a lot of dropped calls, static on the line and miscommunication within the dialogue phase of the show. I like to get the best copy I can of our conversation.

**Who calls who:**

Ask if you call in to the show or if the host calls you. This is 50/50. I have the guest call in; that is the way it works for me. If you are the guest, it is your responsibility to be there and call in.

Ask if this is an interview about your book, your work or a discussion on the topic that you are a person who has written about it. I choose to have casual conversation on a topic and have the guest share their experience and insight with the listeners along with my knowledge and experiences.

**Conversation or tags:**

Ask if there are commercial breaks. This will tell you if you have time to talk, need just tag lines or if the show will be directed with questions the host has prepared.

**Information sharing:**

Media kits, data sheets or website information that supports your work should be ready to share with the host if they request it. Personally, I refuse all media kits. They have information the PR people want you to emphasize which may not be the focus of my show. However, if that is the kind of show you are on, by all means, have a media kit ready. I use my own data sheet which has all the important information I need to write up the show and includes references. Sometimes the host requests that you just send your website information and they can take it from there. (That can be an indicator the show will be tag lines and very light on your topic).

**Know your host:**

If you don't know what you are getting into or are hesitant about doing the guest spot, by all means listen to a previous show by the host. I have suggested many times to my guests to listen to a show from my RSS feed and see if it is something they may be interested in. I don't do 'blow my horn, see me' on the show. We have an inspired talk and after I have read your book from front to back, I know the topic. Don't get caught not knowing about your host. It won't help you in the long run.

**Can't thank you enough:**

Always send a thank you email to the host after the show. The host is sharing their name and show with you and providing free marketing to you. Never assume that you are more important or that they should be graced with your name and presence. It is not about you, it is about sharing your message. Be graceful and thankful for the opportunity.

**Respect and kindness:**

Be respectful of the host. They get tons of pitches and if you made the cut, there must be something they wish to share with their listeners. Be pleasant and kind. There truly are no replacements for being nice, as long as you are being honest in your exchange; dishonesty will come across in the show. There have been many guests that said something right before the show that did not shine a great light on the energy and it was reflected in the show, so I just deleted the show. Be present.

I hope these few tips may help when you start to share your book on radio as a guest. While these are not all the items I would ask/do, they are a start.

*If you wish to know more about how to be a great guest on radio, I have a short program I offer. Email me for details: [drj@outoftheboxhealthcare.com](mailto:drj@outoftheboxhealthcare.com) and reference 'Be a great radio guest'.*

*If you wish to start your own radio station, I have a short program which I share my adventures. Feel free to ask for it also by emailing me: [drj@outoftheboxhealthcare.com](mailto:drj@outoftheboxhealthcare.com) and reference 'Be a great radio host'.*

*If you wish to share your book on my radio show, send me a pitch to [drj@outoftheboxhealthcare.com](mailto:drj@outoftheboxhealthcare.com) and reference 'New author/guest option'.*

It is super fun to share our work on the radio. Our words travel around the world in a split second and did you ever think that would be possible a few years ago? Not me! Radio is the best marketing tool as it gives you a link-sharing option to use on all social media and on your website for an alternate venue of sharing your work.

I appreciate the time to share with you today and hope to hear from you soon as you release your new book.

Thank you,

Dr. Jeanette Gallagher, ND, RDH

Naturopathic Physician, Patient Advocate, Radio host, and Author

[www.OutOfTheBoxHealthcare.com](http://www.OutOfTheBoxHealthcare.com)

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