

SIYOP Workshop

Session 5-2

Creating Pitches That Get You Booked

Now we're going to talk about creating pitches that get you booked. This right here is the golden rule above rule number 1, rule number 2: ***Ask not what the show can do for me. Ask what can I do for the show.*** This is so important and can be the one thing that makes it a hundred times easier to get more interviews. In the same way that authority positioning, by shifting your mindset from calling yourself the expert and trying to convince people you're the expert to being the educator and advocate. In creating pitches to get booked for interviews, if you shift your thinking from how can I make myself look really good to how can I make the show, the host, look really good? That's rule number one. **Make the host, the show look good.**

Your pitch should not focus on how great you are. It should focus on how the show and audience will benefit. This is a very subtle and simple mistake that so many people make. When you go and look at some of the resources that we're going to talk about, you will see so blatantly how many people are making these mistakes.

Rule number two we'll make it simple. It's really only two rules here. **Make the host and producer's job easy.** If you can follow those two rules in making the host and the show look good, make the host's and

the producer's job easy, you will be miles ahead of almost anyone, others that are trying or want to be interviewed, or trying to get interviewed.

I can tell you by hosting Influencer's Radio, any of you that host podcasts, you know that when it's easy to bring on a guest, when it's easy because you have information. It's easy because everything is just tidy and wrapped up in a nice package. How much easier it is and how much more compelling it is to actually have that person on as a guest.

What we're going to talk about right now is a sample radio/podcast email pitch. That's where we're going to focus on is we're going to start with the email to radio and podcasts hosts and producers for this session. Once you get that down, you're going to see that the principles are going to follow. Principles will follow other media outlets. Tweak as you go.

One thing that we really want you to understand is what we're providing you here is a framework. We're providing you with a connect-the-dots, paint by numbers, but we always encourage you to color outside the lines to make it your own. Because as you do this, you're going to see little things that fit your voice better. You're going to see things that may work better for you, better than they would for someone else. Don't be afraid to color outside the lines as you go through this. This is also one of the ways with one of the lowest risks

that you can test and you can work with this as you go. Very little fear or any harm or doing it wrong.

Radio podcast email pitch is something that you want to send out to different shows, hosts, producers and I'm going to get you this template. It will be there in the training section for you to download and edit up to put your own information in, but right now I'm going to go through an overview of this. There will definitely be some more supplemental training that are going to go into more details.

First of all, you have your first name. I was recently introduced to *Your Show Name*, (always use the show name if you can to let them know you're talking about their show), by a common associate. This is if someone that you know maybe was on the show, or someone that is a mutual acquaintance, or someone that you know. It's always great to use that. If not, you can say "I recently came across YOUR SHOW on whatever the source was iTunes, on iHeart Radio, on the local station and I really enjoy the format and information that your interviews deliver," (to let them know you have heard the show and you understand what the show was about.) I'm confident I can be a great guest for your audience on the topic, (and this is where you're going to put your very specific topic) How *who the target audience is can the promised achievable outcome* without even if *that common obstacle*.

That's the boiler plain template. There's always room to expand or change that but the one thing that you want to make sure is that you're putting that topic in. We'll talk about that here in just a bit. So many people when they're trying to pitch for shows, they immediately start talking about themselves. You want to have a topic that is going to grab attention. We'll go into more detail around that.

The next thing you want to go deeper into that topic and let them know some of the best feedback comes from discussing these key points. A good example of where to start on this is a *Who* point, a *What* point, a *Why* point, a *How* point. So if you think about this, some of the best topics come from, if we're talking about authority marketing with Brian being on shows. Talk about who benefits from authority marketing. What exactly is authority positioning? Why would someone need or want to be positioned as an authority, and how can someone be positioned as an authority even if they're not a celebrity in their field?

So you put those important points. You want to keep this brief. This is not a sales page to the extent that a lot of people think it is. A lot of people over do it. You don't want to overwhelm them with information. You just want to show them, Look here's a catchy topic and here's some of the main points that I discuss during this interview.

You want to put in a little bit of scarcity in there to a certain point but you want to be flexible. You say “I'm scheduling interviews over the next four weeks and wanted to make sure I connected with you for booking consideration on (putting that show name in there as well.) By the way I'm not just a great guest for your audience, I also like to make your job as the host/producer easier by...” remember this is where we're going into rule number one and number two...”supplying suggested questions and topics to minimize host prep time and providing show note materials and tip lists around the interview for your website.”

This may not seem like much if you've never hosted or produced a podcast, but when you can provide things that they can use, provide content they can use, provide ways for them to minimize prep time because I can tell you when you've interviewed people, authors especially if you're interviewing around a book, most hosts are not going to have time to read every single book of every author they interview. The more information that you can give them, in bite sized chunks, in their Spark notes, the Cliff notes versions, extreme Cliff notes versions, the easier it is that you're going to be able to make it for them to choose you to have a guest. You've made it simple. You've done the heavy lifting for them.

When you do this it's great. So many people pitch without any of this stuff. I can't believe a lot people that even fairly well known people that want to do interviews have none of this stuff prepared or ready to

provide to people for doing interviews. I can tell you as hosting a show and especially if you're going to be talking to a show that does daily episodes, or very strict calendar weekly episodes, this is going to play a huge part in your consideration for being interviewed.

Here's something that goes even further. “I also promote the show with national media release about my guest spot with quotes and links to the episode, social media share campaign around our interview to my online following.” When they can go out and see that not only are you providing content and being a great guest, that you're actually also actively promoting the episodes and they get a benefit of more exposure to your audience and you're actually going an extra mile to put things out that are letting people know about the show.

That's when this becomes extremely, extremely compelling to have you as a guest because 1) the fact that you do have a very narrow topic that micro-specialized topic they can use, the fact that you go above and beyond to promote their show, to promote the episode that you're on is an extreme benefit that very few people, unless you actually host your own podcast or radio show, realize how important and how compelling this is.

Also, you start wrapping up with “I'd like to lock in a date for the week of... (and you suggest the week) if that works. That way you're putting in a little bit of scarcity and putting a kind of finite area around the

calendar on it. "Here's a link to my media page." This is a pitch page link, and we're going to talk a little bit more about that and go deeper on that in supplemental training, is you don't necessarily send them an email link saying "Here's a link to my pitch page, knock yourself out." You want to prep them for this. You give them a link to your media page which is going to wow them even further.

"Then hit reply or call me at if you have any questions or booking information. Hope to speak to you soon." That's where you put your name. And that's when you start pushing yourself. There you can put you're the author of, founder of, creator of, host of, along with your information.

You'll find that a lot of people when they do pitches do it completely opposite. They send an email or they list themselves in guest directories as blah, blah, blah expert. It's their resume. I'm this, and I'm this, thinking that people are going to say, "Oh we definitely need someone that has that kind of knowledge on the show." You want to wrap it up into a package that's nice and packaged as you can put it together is going to go a long, long way in having them choose you to be a guest for their show.

Then when you're creating these pitches, one of the things you want to do is that topic is you want to, unless you are well known and just your name is going to draw people, and make them say I just want to have this person on the show, unless you're well know, you should

sell your topic before you sell yourself. That's what we did in that email, right?

Your topic, so an example is we talked when we send that email, how a target audience can that promised achievable outcome without even common obstacles. If you go do a Google search on images, Cosmetology Magazine covers, you're going to see, or next time you're in the grocery store, look at any magazines that are right there at the check out for those impulse buys. They're all designed for that one thing very specific and power packed topics.

You're not going to see on the cover of Cosmopolitan the fitness expert. What do you see that the biggest headlines on the covers? In fact when you look at Cosmopolitan Magazine covers, or any of these magazine covers, how often do the celebrity that's sitting on the cover, how often do you see their name jumping out as what's on the cover? Sometimes you have to even look hard to see is that who I think it is?

The headlines are those things that are going to compel people that are going to be very quick to jump out and grab people to want to pick up that magazine and read. You want to make sure that your topic is very niched down so you can use. That's why doing your one problem/solution book is the perfect catalyst for getting interviewed because you already have that topic prepackaged in a book and not

only are you talking about the topic, but you're the topic of, you're the best selling author of that topic that you can go into.

Some of the topics that I've come across through Influencers Radio that I thought were compelling and interesting are some of these: How To Create A Happy And Thriving Marriage After Infidelity. Now is that more compelling, is that more powerful than Expert Marriage Counselor? That's not what we want but if you go and when you look at some of the resources in the section on finding places to pitch, finding shows to pitch to, you're going to see this is the way that a lot of people do. They won't pitch How To Create A Happy And Thriving Marriage After Infidelity, something that narrow. They're pitching themselves as a marriage counselor.

Another one: Growing Your Audience And It Factor With Video, very specific, not necessarily a one about just a generic video marketing, very specific: Growing Your Audience And It Factor With Video Marketing. Communication Magic With Men. That right there builds curiosity and even anxiety is going to be powerful. 20 Minute Fitness Transformations For Elite Entrepreneurs. Brain Fitness For The Neuro Economy. How To Save Your Marriage Even If You Are The Only One Interested. These are narrow, down to your micro-specialization, and these are interview topics that are around a unique and interesting and curiosity driven topic rather than all about the person presenting it.

One of the biggest things you're going to be able to do is to learn how to look past trying to sell yourself as this expert to be on a show and sell this really interesting topic that the host is going to be able to work with. This topic they'll be able to have on their show.

Your interview pitch page, we're going to have some supplemental training around this to go into details around this, but your interview pitch page, the sole purpose of this and some people call this a one sheet. In the old days when you mailed it or faxed it would be a one sheet that just gives a very brief understanding of what your talk is about. But now you can almost really put this out on a website for people to go look at.

But the sole purpose of this is to show the person looking at your pitch page HOW they're going to look good. How you're going to make their job easier. You have headshots and collateral images. You have a book or anything that they can actually see. It's all packaged up.

Your bio and introduction is right there, a summary of your interview topic, even suggested interview questions is HUGE for you to provide because that also gets you out of that trap of the okay so tell us who you are and what you do. That right there is just really, really a very tough way to introduce yourself on an interview because it's forcing you right off the, right out of the gate to start talking about yourself, rather than the problems or rather than the solutions that provide.

You can avoid that by having your introduction do that for you.

Your call to action landing page, what landing page that you'll have them send people to and also an embedded audio of a sample interview that can see. If you've done a podcast interview before, that is good, a radio interview put it on there so they can get a sense that okay this person. You don't have to sound perfect, you don't have to sound like a radio pro, but just so they get a good sense that ok this person knows what they're talking about. They can talk about their topic and do an interview.

A lot of our clients do that. Some of our clients that come onto Influencers Radio use that as their interview demo to go off and get more interviews. But if you have that right there on the page, that's embedded on the page where all they have to do is hit play so they can hear a sample of what your interview and topic is like goes a long way.

Then list other interviews that you've done if you've done interviews. As you start building that, you'll be able to use those as even more trust triggers. Because the people that they like to have someone on there that's done this enough and that they can feel confident that are going to deliver that have been on other shows. So as you start building up your interview portfolio, make sure that you list those

other places there on your pitch page. But these are the main things to have together and put together.

Like I said we'll have some more supplemental training of going into details of actually crafting these things, but by doing this, you put together a really nice package almost tied up into a bow to make it so easy for them to choose you and have you and you'll be one of the, probably one of the most pleasurable guests that they've had, a low maintenance guest that they've had. You really, unless you've hosted a show, you don't understand how important this is and what a huge deal this is to guests.