

SIYOP Workshop

Session 5-3

Finding Places To Be Interviewed

Now we're going to talk about finding places to be interviewed. First step on this one is putting yourself out there in some very specific places that people are already looking for experts. There's already a market they're people looking for experts just like each person listening to this right now. Four of them here, radio guest list, interview connections, MediaGuestConnect.com, and Interview Guest Directory.

Now some of these have could possibly be free, other ones do have costs involved. Go over each one and see which one could possibly be better match for your audience so it doesn't hurt to put yourself out on all of those. When I say costing, costs are nominal. It's not like you're going to pay thousands of dollars a month to be listed on these places. Most of them are a one-time fee to get listed there. They're not very expensive. I definitely recommend going out to each one of these, even though, the first one Radio Guest List, a lot of podcast people use that one also.

We've had some success with these. They definitely can get you on a lot of shows have gotten on, I did this is for a while and got on quite a few local radio shows. It's good for that also. That carries a lot of

weight with authority positioning. You can say “Hey I just got interviewed on a radio show out of Dallas today. It sounds cool.” There's even some that are really surprising. I'll get into ways to specifically pitch for radio a little bit later on, but you can get on some radio shows that have massive followings. There's one I did that had a million+ listeners. It's one of the larger radio shows in the country and I never heard of the guy. He just does smaller markets but has a really big following. So good ways to get on, get yourself interviewed by using these resources.

The next you want to help a reporter out and that's HARO, It's Helpareporterout.com Basically what it is it's a service you can sign up for, for free. Each day they're going to send you three media alerts from reporters, people looking for specific experts for articles they're writing or for their show they wanting to interview on, or for a TV segment, and you're able then to respond to the reporters questions. Very easy.

You get those, you look through, you can sign up for a specific area, I think you have to pay a little more for that, but I've had this for a while. I look through each time if there's something good there I'll reply to it. It's worked a couple of times. Other people I know have had really big success with these so a lot of it is just continually doing it and just being chosen at the right time with Jack went over will certainly help.

It is an opportunity for big publicity. Like I said I know people that have gotten MSNBC and FOX NEWS using national cable news, using HARO. I actually know the guy that created it and sold it also.

This is what the webpage looks like. This how much, how hard it is to sign up for this. You can see the form down there, you put your name, email, password, put a little more information about your company and hit submit, and you're going to start getting those. Works really, really well.

Now we're going to go over some ways on how to target specific shows. That's really what's going to happen. The first one I covered is ways to put yourself out there so other people can find you. The other one, HARO is responding to specific needs people have. This one you're going to start doing a little bit more hunting. Instead of waiting for people to come to you and needs you, you're going to start hitting up other people.

The first method is what I call Slip Streaming. Slip streaming racing is just where you sit behind another car and kind of ride the wave behind them where you're not getting, it's more aerodynamic, you're riding behind them not getting wind resistance. This follows the same kind of concept. You're going to find, look at people in your market that you either admire or that you're wanting to mimic or that you can kind of somewhat compete with and have a comparable product.

Find shows they've been on that you think would be a good match for you. Go right after those shows. Because you already know that those shows are interested in people like that or interested in that topic, ride that wave. This makes it really easy. You're probably already connected with these people on Facebook and Twitter and other social media, maybe even on their lists and you can see what places they go to.

This is a way that I found a lot of shows this way. Aside from the really big ones there's a new podcast coming all the time. There's a lot you haven't heard of. You follow a few people that you respect that are doing a lot of podcast interviews, good way to find out other ones that are popping up to jump on and they're looking for guests, particularly these new ones are always hungry for new guests. It's a good way for you to jump on and utilize that.

Next for on targeting specific shows is just using the categories on iTunes, Spreaker, Sound Hub, Blog Talk Radio, and you can see right above this fellow's picture, you can see where it breaks it down like a breadcrumb trail. It's podcasts, health, alternative health, and there's his show. Once you find a show like this that's a good one, you can just click on that alternative health text link and that'll list all the shows in the alternative health niche on iTunes. This happens to be iTunes.

That gives you a huge list of probably hundreds of potential shows. Then you can go through and start looking at which ones are worth

your time. You can see if they've done a show in the last month or so. You'll come across some that haven't had shows in many months or years, and that's probably not a good one to go after. You can see some that don't ever have any guests. It's all just pure content from the show host. Those aren't good either. You can go through and start looking.

This one you can see on the number 4 one, you can read on here, "I'm really excited to have Gunar..." you know that he's had guests on his show. I looked through some of his others. It looks like every 3, 4, 5 shows he has a guest on. If you're in the alternative health nutrition market, or niche, this would be a good one for you to hit up. He does a lot of shows, has some popularity to it, he has guests on, and is probably looking for new, good, creative content.

You always go back as an old SEO fellow, you can always go back to Google and just do a "podcast and put your topic in quotes." You can do it a high level of your topic. You can go down more niche. You can even go to what your specific pitches are going to be about, and try a bunch of different things and just see lists.

You can see the third one down from webmarketingtoday.com is a list of 11 marketing podcasts. I couldn't fit all of the whole Google results on this page, but there were several other lists like that, that had lists of podcasts in online marketing, which is what I put in quotes. That's

right there with the 11 podcasts, is 11 shows to contact. You see it's really easy to start finding these shows through these methods.

To make it easier, but it's also a lot of different podcast directories. Podcastdirectories.com, podcastally.com, podbeing.com and these you can just go through and click through different categories and get lists of their top shows and just like on the one I actually did in iTunes, go through, see which ones have guests, which ones have an audience of some type, which ones are doing regular shows and can possibly use more content and send them the pitch like you created with Jack. Easy, easy stuff. There's literally, there are so many podcasts out there and as Jack was saying earlier, with this method, they're going to want to have you on just because you made their job easy. They are dying for content.

These guys, a lot of them, some get paid, have paid advertisers, the bigger ones, other ones are trying to build up a following and they do that by having more shows. By you hitting your lists, you're giving them more subscribers, by putting the news release out there, you'll get them more traction. They're going to want to have you. These are great, great ways for you to get yourself out there quickly.

Now that you've found them, you have to start contacting the host. There some ways you can do this. First is easily just find the contact information for the host on the website and send the pitch detailing why you'd be a good fit for the show. The pitch you created with Jack

earlier. Same exact thing, you're going to contact them, send it over them via email or a lot of times on the official website they'll have a contact form. You can paste it in there.

Some of the bigger ones they may actually not have a way you can contact the host directly, but they'll have a publicist or booking person, or an assistant that's a person that you actually go through.

Another way is to contact them over Twitter and social media channels. Now I've had the best success with this over any other method. Twitter in particular. I was able to get in contact with Howard Stern Show just over Twitter, just by dropping messages over Twitter. A couple of guys from contacted me over Facebook and went back and forth with them. I'm friends with 2 of them now. They see everything I put out now.

Social media is big. Twitter works really well just because with Facebook you do run into the problem if you have no friends in common with them, your messages will go to "Other" and you don't want to just pitch yourself out in the open like if they're sharing another show they did, you don't want to go in there and start pitching yourself in a comments. You want to do it behind closed doors, and that can make it a little more difficult. Twitter, it's a little bit easier to just send a message.

Also, connected Prez Hilton, Richard Simmons, and Joe Rogan just by using Twitter. If I'm able to contact these guys, you can just see how easy it is to contact a person as a podcast host. Very easy, but you want to make sure they are social media users, or Twitter users. Jack is not, as a show host, he is not a Twitter user, I don't think at all, but you can reach him easily over Facebook. Good ways of doing this, a little more social, a little more fun connecting that way.

Another good way is to connect with a past guest. And because podcast tend to be intimate guest on the show are usually friends or personal acquaintances with the host, you can get an intro or recommendation. This is how I got on to Entrepreneur on Fire. I had several friends that were past guests and I got them to make a recommendation. One of them was Chris Brogan which is the one on the far left over there. You do that and you get an immediate "yes".

There's one other time I did that what the Entering Your Alpha, whatever that one Jack and I both did that. Engineering your Alpha. There's another one we did and I had a couple friends that did that and I said "hey man that looks like a cool show. I actually like the name of that show" and was able to get an intro to the show host. I got booked right away. This method for me is batting 1000% right now.

I can tell from, while Jack is really the show host, I co-hosted Authority Alchemy, I can tell you some of our past guest the more

popular ones like Garrett White and Keri Murphy, David Nagle, if they contacted and said “Hey I've got this friend X, I think he/she would be great on your show.” I can tell you we would almost for surely do it. We'd definitely take it very, very serious consideration. If you have a friend that's been on a show, you'd be interested in being in, contact that person and have them make the intro. I can't imagine somebody would say no to that.

Next become a notable guest on a smaller show. If you can't go full Dr. Evil right away, at least go Mini Me. If you can be a high quality guest, you can give a good interview, make a good impression the chances are high that listeners will slowly start to spread the word about you. Smaller shows are not bad at all. I'm going to tell you something, this may be wrong, this may be incorrect, but I can tell you from a positioning point of view. I look strongly at smaller shows, I look at the name of the show.

There's one I was on a while back, called Big Whig Nation. That's an awesome name for a show. I heard of it before. I somewhat know the host, but not really. I went on because of the show name. 100% because of the show name. I was on Big Whig Nation. Jack's own Influencers Radio. That's a great name. I was on Influencers Radio.

Go through if you find some smaller shows that have really good names, and you go wow that's person is just starting off and they don't have any kind of audience. I've never heard of this and don't

know any of the past guests on there. Don't worry about it. Go out there and be a good high quality guest. And then, of course, you go on some of these other shows that are a little bit bigger and they have some connection to the larger shows and just start being a good guest.

Another really great way is to start your own show. It helps you build legitimacy. Shows that you can speak, that you can be entertaining in a podcast/audio format, and that you're passionate and knowledgeable about the topic that you're wanting to discuss.

Another good benefit is you can almost always offer to swap interviews also. Podcast people love to interview each other because they know if people listen to your podcast are already podcast listeners and it's a good shot they will jump over and give their show a listen also and help grow their audience.

With how easy it is to do a podcast right now from a technical standpoint is very, very easy. You really have everything you need right now. If you have a smart phone, you basically have everything, and a computer, you can probably do it with just a smart phone if you really wanted to. The technology is not limited at all for you to have a show and syndicate it to the entire world. Very easy to put that out there.

And of course you can see this could kind of get messy with all these different ways to contact people and so we've created an interview

request tracker that's a spreadsheet document you guys will get access to and you can keep track of all this stuff in there. Basically you can track the show's name, the host(s), their email, contact information, Twitter, Facebook, and then links to all the shows, what type of contact you did, when you did it, what the result was, just to help you track exactly what's going on with all these points of contact. I've done it mainly just over, without tracking it, and certainly tracking it would help if you're doing a big blitz. So I recommend using this.

Then after, well not after, but in addition to podcasting, local radio. We hit on that a little bit earlier. Local radio is easy. Before I got on the radio the first time, I thought it was a near impossible thing. I can tell you the local radio shows are more desperate for guests than you can even imagine. But I'm going to give you a couple of tricks to getting on there.

One is to create an event. So if you're wanting to go after a local radio show in your town and let's say you had a book that came out, have a book signing at a local book store. That's a major event. So instead of calling up and saying "Hey I'm Brian, I'm an Authority Marketing guy. I can come talk to you about how to position yourself as an expert." Say "I'm Brian Horn I'm an author. I just had a best selling book, The Authority Mindset. I'm doing a signing at Barnes & Noble in Pearland and I'd like to come talk about on your show." Then it's completely different then. It gives you a lot more legitimacy and it gives them a little more exciting for the host to talk about and to be a part of.

Going to find some even if you're wanting to go on local talk shows. You don't have to do just pure local in your area. There's local talk shows everywhere. I've done some from here in my office, I've done local talk shows all over the country, and some in Australia. So you can just do radio talk shows in quotes, your topic in quotes and you'll find ones that talk about that. Now local talk shows are usually limited to a few categories which I'll talk about in a second, but this gives you a way to find some more specific ones.

You want to find booker or producer contact info. Usually it's not the host that's making the bookings for the shows. It's usually a producer. Once they get to the ones that are a little bit bigger, you'll start running into bookers. If you have a choice of talking to a producer or booker, you want to talk to a booker. Their sole job is just to get guests. You'll want to grab those.

Now this is what I was talking about most local shows fall into one of three categories, they're either political, almost always right wing leaning, business, or sports centered. Now if you can create pictures that can speak to these angles based on these topics, you're going to have a really good shot at getting on a lot of shows. I'll tell you how I did it.

I got on a lot of political shows once because it was during, I think was back before the elections this last time when it was the

Republicans were trying to take back the Senate, and my angle was that I was going to show like using this authority marketing techniques, how the Republicans can take back the Senate. That was something really different thing where I came on to talk about political stuff, or be based on political stuff, but I really talked about authority marketing. I can tell when I got on there I had 2-3 sentences to talk about political stuff then went into all authority marketing. I know nothing about, I can't talk to those people about politics. I know very, very little, but I was able to have enough where I could do a quick angle on there. Find ways you can tweak into these things.

Even with sports stuff would be really easy with the authority market. You can talk about a particular player that got a big endorsement deal to be in of course this would be easy. So find ways to have each one of those ready to go and hit shows like that and you will get onto those for sure.

Last I want to hint about is even local TV is not out of reach. In a huge market like Houston, Jack will have one of his guys on there by just doing a simple pitch. So the key to that is again the tie in. You can't just go on and go I want to talk about what I'm an expert at. You have to give them something that they can talk about which one the local news is be very, very general, and it's going to be community related.

You want to hit on current events and community concerns. Like this particular guy's, his micro-specialization, which we have talk about him before, his name is Brandt is working with flippers, house flippers. But that's too generic, so he was going to talk about general real estate, home remodeling stuff. Very basic, high level stuff that everybody can relate to. You can do the same thing. And community concerns is the other angle that works.