

Things Hosts Wish You Knew

(abbreviated)

by Shawn Tabatt, Publishing Exec, Destiny image and host of the Shawn Tabatt Show

Make sure your space is well-lit and be conscious of what's behind you in your camera shot.

It's fine to show your book someplace subtle in your camera shot, but don't hold it up and talk about it constantly.

Wear headphones or earbuds to improve audio quality. If you have an external microphone, use it.

If possible hard wire your laptop or desktop to your router or modem to ensure you have an uninterrupted connection.

Dress nice. Shoot for something business casual and professional.

Don't share the same stories in each interview. Have 8-10 stories you can share related to your book and vary them as you do interviews.

Follow through on sharing the interview on your social media. This increases the likelihood that a host will invite you back.

If you are published through a traditional publisher, ask the publicist to share the interview on the publisher's social media.

You will likely be asked where people can connect with you. Be prepared to point them to your website or one of your social media channels. Don't give out your email.

If a host tries to steer you into a topic that deviates way outside of what the book is about, it's OK to gently redirect into something the book is about.

Having a press kit with suggested interview questions or talking points is extremely helpful. Not every host will read your book. This will help to improve the quality of your interviews and give you some boundaries in terms of where most interviews go. But share this with the host/producer ahead of time.

When sending along your press kit, include a high-quality headshot and book cover image. This is far better than them taking a random photo of you from a google search.

Keep it conversational. Be careful not to give a 5-minute answer to a question. Interviews need to have back and forth. Limit answers to 1-2 minutes. This applies to shorter interviews that are 10-30 min. If the show is 45 min to 90 min, then longer answers are OK. Those shows will be geared towards making space for that.