

# How to be a Great Radio & Podcast Guest

with  
**Tez Brooks**





*“We're wise to remember that hosts who interview us give us a GIFT...access to their audience. They've built that audience by serving them well and earning their listeners' trust. Hosts do not take that lightly. The burden is on us to identify how we can help them serve their audience.”*

~ Patricia Durgin,

Marketing Professional



# First Things First: Getting Organized





# Create an Online Press Kit

## WHAT TO INCLUDE IN YOUR PRESS KIT:

- Bio and Contact Info
- 2 Headshots
- Image of the book cover
- 3 Chapter samples
- 3-4 Endorsements
- Official Press Release ([see handout sample](#))
- Social Media links
- 3 different Social Media promo images
- Links to 1-2 previous interviews
- Potential interview questions with your answers included ([see handout sample](#))
- Book trailer if you have one

**TAKE A PHOTO OF THIS SLIDE, it's not  
in your handouts**



# EXAMPLE: Press Kit Page

Tez Brooks

[ABOUT](#) [BLOG](#) [BOOKS/RESOURCES](#) [SERVICES](#) [EVENTS/BUZZ](#) [EMAIL SIGN-UP](#)

[PRESS KIT/BOOKING](#) [RADIO PROGRAM](#)

## Press Kit

[Bio and Contact Info](#)

[Headshot 1](#)

[Headshot 2](#)

[“Debriefing” book cover](#)

[“Debriefing” AI Book Trailer](#)

[“Debriefing” Potential interview questions with answers](#)

[“Debriefing” chapter samples](#)

[“Debriefing” Endorsements](#)

[“Debriefing” Press Release](#)

[Facebook Author Page](#)

[Twitter Author Page](#)

[LinkedIn Author Page](#)

[“Debriefing” Social Media promo image1](#)

[“Debriefing” Social Media promo image2](#)

[“Debriefing” Social Media promo image 3](#)

[Previous Interview Sample 1](#)



These should all be hyperlinks to documents they can download



# Listen Before You Pitch



# Write a Review





# Now Write Your Pitch

**(but don't be annoying)**



**Just Include the following:**

- A good hook
- Book info
- Author info
- What's in it for the host?
- A Press Kit page



# Preparing for the Show

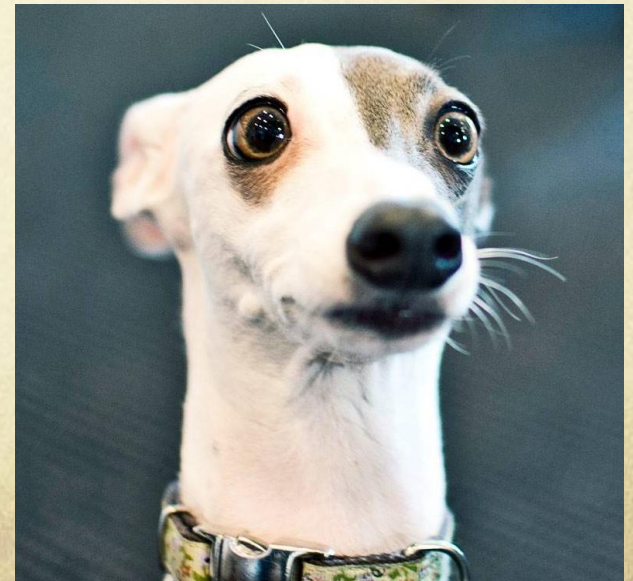
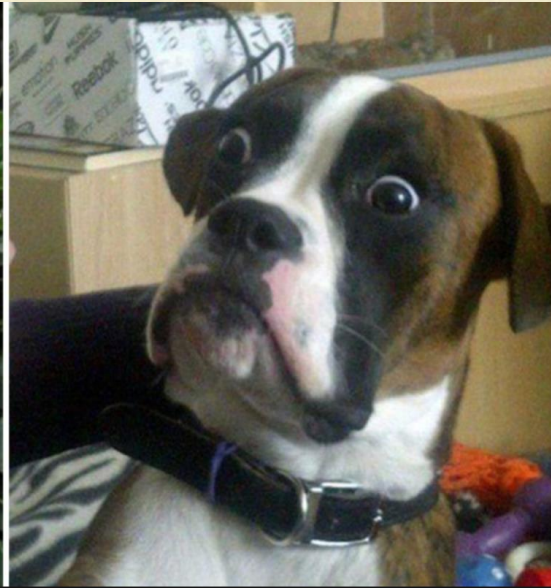
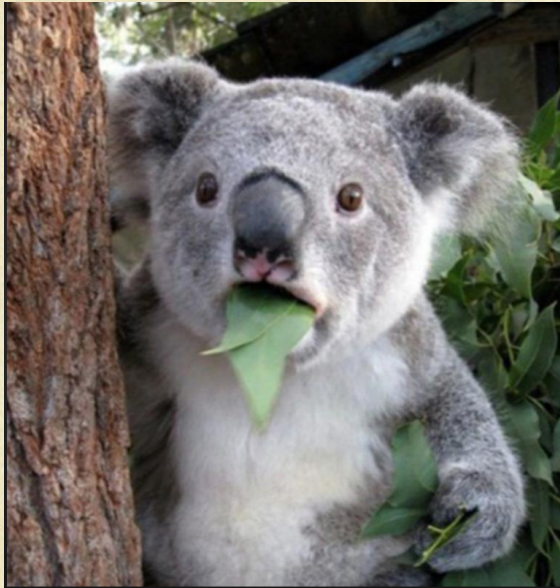
Listen to a few full episodes and ask yourself:

- Is the host well-prepared, or do they work off-the-cuff?
- Is their program live or recorded?
- Does the audience participate live?
- How long is the program?
- Do guests stay on for the entire show?
- Do their guests teach the audience something, or is their book the primary topic?
- Do they allow guests to offer a free resource to grow your email list?





# Class Participation Time





# **During the Show Be Prepared to Answer:**

**What inspired you to write this book?**

**What do you hope readers will take away?**

**What's your fav section of the book?**

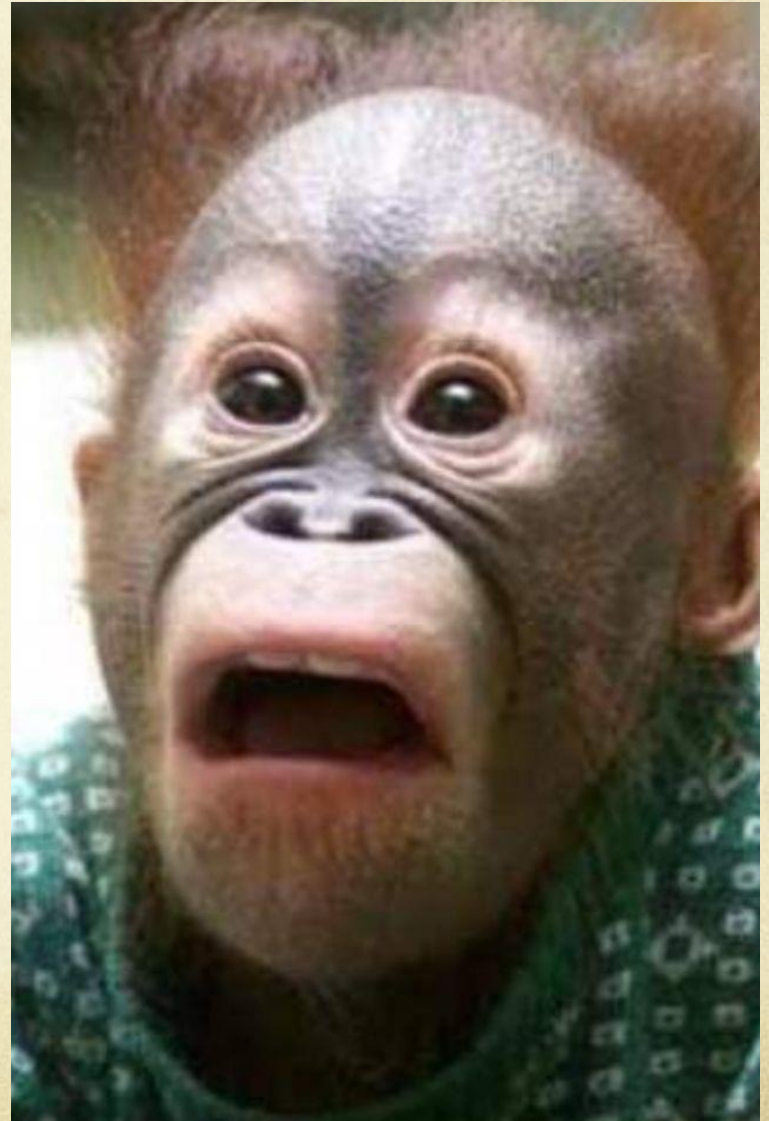
**What themes do you return to time and again in your writing?**

**When did you first start writing?**

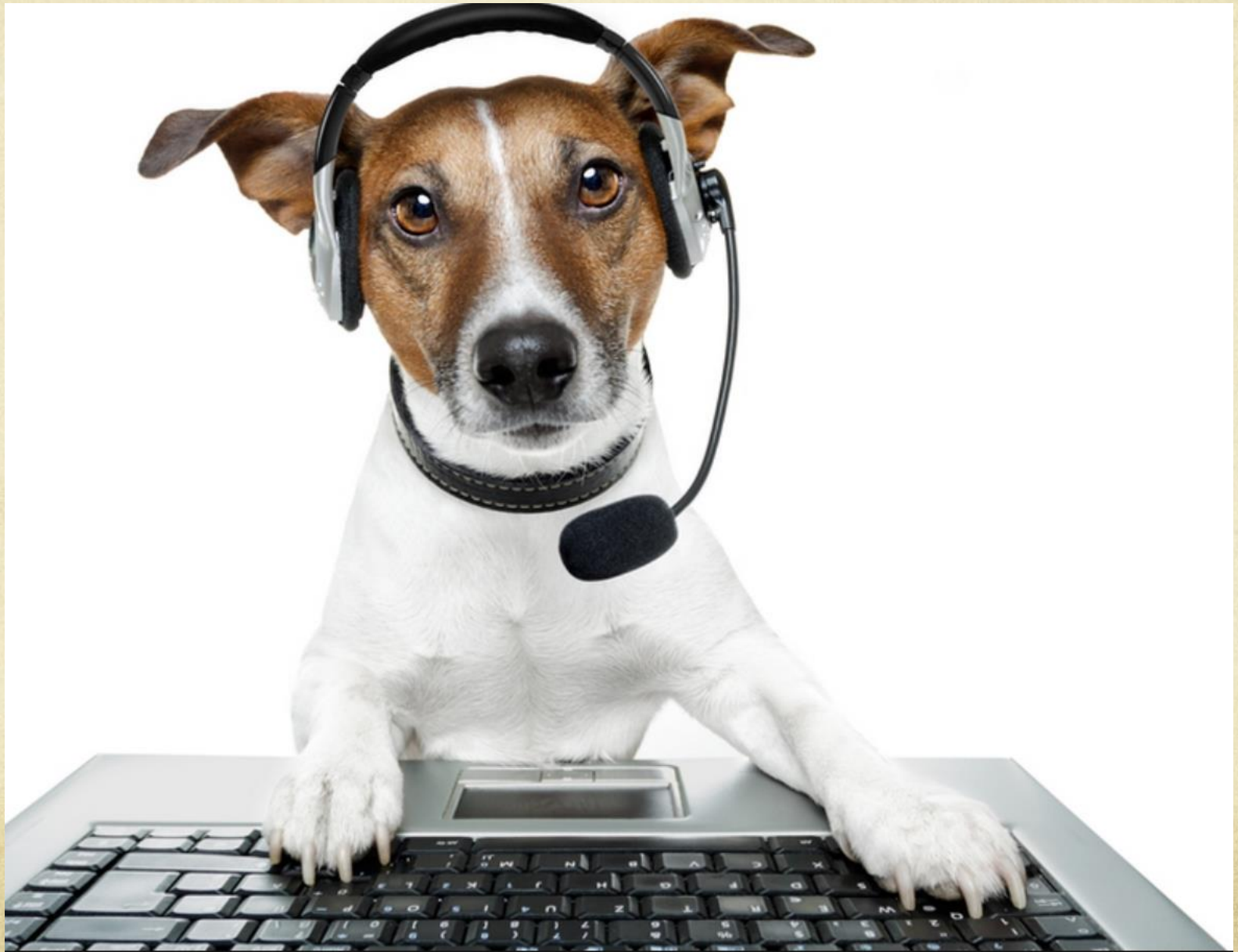
**Tell us about your personal life.**

**What's your next book about?**

**How can people contact you?**



# Other Prep Work





# **Above All Relax and Have Fun**





**Q & A**



**For Lecture Notes:**

**tezwrites@gmail.com**

**Email me and ask for a free resource for pitching  
your next manuscript.**

**Coaching Website:  
TezBrooks.com**