

# **The Show Host Blue Print**

*“How To Monetize Your Interviews  
with Ruth Anne Wood”*

## **Want the media and your audience to notice you?**

Be the media!

That’s right. Become your own media source and invite the top experts in your industry on your blog or show.

That’s how I did it first with my self help, spiritual, leadership, business site [LiveYourPeace.com](http://LiveYourPeace.com) and then later with my author coach site [JVattraction.com](http://Vattraction.com).

I switched from trying to get interviews and media coverage to being the media for: NY Times Best Selling Authors, Regulars On Fox Business, Oprah Network, Amazon Best Sellers, Millionaire Coaches and Entrepreneurs all talking to me and being featured on my site! This has lead to speaking on panels at live events, co-authoring a book with best sellers and being asked to be on the big players’ interview shows.

Let’s get started.

## **How To Choose Your Show/ Profitable Business Niche**

Come up with a interesting/ exciting idea that ties into the media or a big upcoming or current event

For relevant ideas visit Trending Topics on Google or twitter or events pages of major sites in your niche sites.

Pick an available domain name that goes with that topic.

Hire someone on to create a Wordpress site for you. Search on fiverr.com for starters on what’s possible to do using word press.

I love Wordpress because it’s easy to add content and other features with very little help from my programming friends, aka husband or fiverr.com gigs.

## How To Have Great Guests On Your Show

- Everyone loves to get more publicity even the big names
- Grab their attention! The movers and shakers and media love and want to participate in big idea; events, show, tele-summits, live events and causes
- (It's rare that that the big name, big list owner will reciprocate and mention being on your blog or show in their email or social media especially during a launch)
- Follow up with them to request a comment being on your show or a media, newsletter. They may promise they'll do a shout out when you are scheduling the interview after their launch is over or in their next newsletter
- Keep a spread sheet of your guests phone number and emails. (This is handy during a product launch
- Invite them to be affiliates of your tele-summit or book launch especially if they are in it!
- The best time to reach out to the movers and shakers is by offering to help them with their product launch
- Be helpful and generous to their team and gate keeper
- Instead of promoting your own product offer to give them more visibility with a give away that in an interview featuring them and their product launch; this will help you stand out in a sea of giveaways
- This is your ticket to build up your lineup of other "A list" guests
- The quicker you come up with a theme for you interviews the sooner you can repurpose them into profitable products and promote them as a service or continuity membership program
- Some guests won't sign a media release to be on your show; they know it will be hosted on your site and shared with your audience
- Once you interview a top dog such as a New York Times best seller other amazing guests will want to be your show guest with a little name dropping
- Subscribe to a publicist, local event planner or hot local venue's ezine/ online newsletter and notice whose coming to town that you'd love to interview
- Contact these presenters that will be in the area and mention you saw them on so and so's announcement and you'd happy to interview them for your like-minded show before their event

- Offer to interview people you follow on twitter, facebook and linkedin that fit your show topic
- Send a quick: "Interview Request" in the subject line
- Even if it's pre-recorded pick a specific time of day and day of the week you do your interviews and give a couple date options in your email request
- Have the same email conversation with their office assistant or PR manager to set up the interview
- Ask them what landline or clear line to phone them at the scheduled interview
- Recording the interview through a skype sometimes provides clearer reception
- Computer microphones and Garage Band editing equipment that come with Macs work fine for podcasts
- Don't pitch them on any of your product ideas or joint ventures, just request an interview
- Listen to other show hosts and notice what style you like, what is sharp or what smacks of abrasive or nervous new show host
- Join Toastmasters and never be able to listen to media personalities again without hearing excessive "ums" and "errs"
- Hire a speaking coach that can help you make sales presentations, craft compelling stories and help you magnetize and monetize your audience
- A show can be a podcast, prerecorded interview or live call in show
- Create/ launch your interview series, tele-class or show around a big media story or upcoming event
- If you do a really great interview show guests remember your interview later
- The more media experience a guest has the majority of them have their main points and sound bites down and can come off salesy, lecture mode or pitchy right out of the gate
- It's your job to set the rhythm of the conversation
- When you have a longer show format ask them questions that show you studied their stories and material and they may share their best stuff

- You can learn from the masters for free who charge tens of thousands of dollars a day or even hour to speak or mentor for 30-60 minutes of their time if you have the right show, marketing venue
- Ask your guests questions that gives confidence that you studied their bios, watched their interviews and love their material and the comment on your favorite insights or stories; this quickly gives them permission to express themselves and share their journey, insights and offerings in a less pitchy more conversational style
- Weave yourself into the conversation only if it supports their point or if it's part of the segment of your show

### **How To Get A 98% Open Rate From The Superstars In Your Industry**

Subject: Re: Interview request for your book/ product [TITLE/NAME]

HI [AUTHOR'S NAME/ ASSISTANT'S NAME],

I'd like to interview you on my show about your book/ product [TITLE/NAME].

We do our interviews [TUESDAY/ 10 AM EST]

Our next available show is [TUESDAY JANUARY 5<sup>TH</sup> AT 10 AM EST] or [TUESDAY JANUARY 12<sup>TH</sup> AT 10 AM EST]

What clear radio quality phone number or skype name shall we use at show time?

What website(s) would you like featured on your interview page?

Please friend us of facebook and twitter at: [FACEBOOK LINK] [@TWITTER NAME].

I found your press materials at [LINK]. Is there anything else you want mentioned on the show?

Thanks,

-Ruth

[LiveYourPeace.com]

[JVattraction.com]

Can't find the author's contact info

Find them on social media and privately message them and ask who to contact to set up an interview.

## How To Monetize and Leverage Your Best Interviews

- Host your interviews on a web service such as Word Press

To hide your links keep them as drafts (which won't show up on your search engine or bring you traffic) or get a service like WishList that helps you create your own membership site and only share the posts you want.

- When you have a lot of "A list" guests and are creating a product it's a good idea to ask for their permission for their interview to be quoted or transcribed and made into a book
- Asking them this when you don't have a lot of interviews under your belt may scare them away.
- Make a plan what you want to do with the interviews and go for it.

I accidentally got into interviewing show guests when I was doing research for an afternoon workshop and panel discussion for a movie in the works called Live You Peace. The movie with the Emmy award winning filmmaker got put to the side and the two interviews I did to prepare for the workshop morphed into 150 in four years. Then this led me to speaking on stage at other people's events on community building and working with leading authors and coaches.

- The easiest way to create a coaching program, book or home study is to mention your guest as a resource and send your audience to their interview page with a bio, a headshot, a product picture, article and their web links
- Speaking of which, "***Quick Study For Coaches To Bring In More Income This Week with Ruth Anne Wood***" gives you the exact steps you can take to conceive an idea for a coaching group and get paid within 48 hours, provided you have your websites and PayPal set up and even then you can make a profit without those marketing tools in a live group setting such as a workshop at a friend's, a free talk at the library or networking club
- You gather great show guests and contributors to your products much easier and faster if you show them a sales page of a great line up of presenters and a place they can conveniently opt-in or register as an affiliate to promote the book or tele-summit

- Have them share the interviews for free made available 24-48 hours to their audience during a launch
- Give people incentives to opt-in to your list to get emailed a private link to your interviews
- Publish your interviews on Apple, Amazon, blogtalkradio and other places with a lot of traffic
- Do clips of your interview with a compelling picture and headline and post it on Youtube with a link back to your interview site or product page
- Do interviews that give the opportunity to showcase your profession
- You can find guests and media opportunities at: radioguestlist.com and plenty of guests at: www.rtir.com
- Offer a 50% affiliate commission for sales of the interview series
- Price the collection of 10-40 interviews at \$97 if it's bought before the tele-summit starts and \$197 after the event is over. The Tapping Solution creator [Nicolas Ortner](#) is a master at this with launches as high as 7 million in sales and growing with every launch as his audience and affiliates grow

While The Tapping Solution is busy with their own mega launches we can help you with your through a free 30 minute; "Launch Your Interview Series Now!" phone strategy session. Just email [ruth@Vattraction.com](mailto:ruth@Vattraction.com) to see if you qualify.

- Create social medial posts and tweets that you affiliates can easily receive by email or when they login to their affiliate/ joint venture resource site
- There are companies and virtual assistants, VAs that can help you build this community of expert guests fast for a couple thousand dollars (50/hour). It's their job to help you come up with a tele-summit theme, gather the experts and help you hold launch partners/show guests to their commitments to promote the event
- 95% of the list may not buy, but after a couple launches with a really great series that solves your audience's problem, the industry leaders are bringing in a couple million dollars before affiliate commissions
- Build a trusted, high quality, high value list with the support of like-minded promoters who have a community of subscribers that wants your solutions
- This equals a bigger payday and ongoing income depending if you follow the launch model or subscription model on interviews with people that can help your audience solve a big, costly or embarrassing problem!

Consider doing your own launch before inviting affiliates by simultaneously using facebook ads or CPC cost per click mailings. Not all cost per click vendors are created equal and you can spend a lot on facebook and other advertising if you don't know what you are doing, so consider getting a free 30 minute; "Launch Your Interview Series Now!" phone strategy session. Just email [ruth@JVattraction.com](mailto:ruth@JVattraction.com) to see if you qualify.

- With every ad you do have a separate link to your website that includes the advertiser and date in the URL so you can track if the advertising is profitable

Give a great free or low cost presentation in person, in a [PDF ebook](#), webinar, [google hangout](#) on something you know your audience would like. – I did a presentation filled with my best coaching, testimonies and resources at a monthly [meetup](#) group I attend and I got a whole new paid coaching group that sprung up in 24 hours. (Some savvy coaches create meetup groups to build an audience and network of clients, prospects and colleagues).

- Make an offer that ties into your interview. It could be your guest's program and you get an affiliate commission or you can create a product together. One of the easiest products to create is another in depth interview solving a specific problem
- Or you can create a special Q & A call with live callers or questions sent in before the interview and record that
- Set up social media for your interviews

Create a fan page or an open or members only group depending if the interviews are free or part of a paid membership site. I use a coaching group such as a [facebook event page](#) or private [facebook group like this one](#).

With a couple weeks notice ask for promotional partners at [JV ATTRACTION](#). (You don't actually want to sell to these free members of mostly authors and coaches.) Use our resources to make friends with other authors and coaches selling in the same niche market such as self-help, spiritual, marketing, business tools... Visit [JV ATTRACTION](#) for ongoing profitable training and resources.

Create a sales page and link it to [PayPal](#). Login and click on "Merchant Services". Then create a payment button. I like "Add To Cart" better than "Buy Now". If you are using the interviews for a charity fund raiser use "Donate Now" You can actually be creative and offer more interviews and bonuses for the "Add To Cart" and "Donate" buttons. Then copy and paste the html PayPal code in your blog or website.

- On PayPal go to “customize button” and add a link to your private group resource page or interviews that they get after the purchase is made, so you don’t have to manually check your email and send them the link, especially if your next interview is hours away.

If you want to hide this page and don’t have product like [Wishlist](#) just keep your WordPress blog post a “draft”, and post that direct link to you PayPal payment button. WARNING: It just won’t bring you traffic or be picked up in the search engines

- If you’re serious about promoting your interviews you created or your other original or affiliate products it’s smart to have your own blog. Set one up a word press or blogger.
- You may have guessed, my website is [JVattraction.com](#). What is yours? What do you want yours to be? Free members get your coaching or interview site posted when you have a [JVattraction.com](#) link on your site. I’m also an affiliate at [GoDaddy.com](#) that provides hosting for your blog and domain names.

If you don’t have a blog or website, don’t sweat it. You can send people to your facebook page, article site or other free community that’s accessible without a login. Then after you get your [GoDaddy.com](#) domain name follow the steps to park it on your event site or facebook fan page until you have a more permanent blog site.

- Make sure you have an opt-in form on your blog or website such as the one I use. I am an affiliate of [Aweber](#) whose Chalfont, Pennsylvania office is one town over from mine and they are so nice in person and on the phone. If you are going to sign up to any of my affiliate links clear your cookies or search history in your browser if you want me to get the commissions. Thanks.

Upload handouts such as more cool resources from your show guests. Things I didn’t have time to mention or forgot during the recorded conversation I can share with people who haven’t heard my interview to entice them to like me or opt-in to my blog/ website. Also you can create a thank you page for opt-in or registering for your interview membership site. On that page you can offer them even more free or paid goodies.

- Add another free bonus as a thank you for them attending the free workshop that’s in an opt-in form on your sales page
- Record all your calls and resources as you create them for your membership, interview site on the fly based on your audience feedback. [Audio Acrobat](#) is another affiliate site I’ve used for years to record my [JVattraction.com](#) and [LiveYourPeace.com](#) interviews.



- [Email me](#) if you have any questions setting up your interview series or finding the right programmer to help you. I'm lucky I'm married to the very busy [Jason](#) from Immersion Technology who helped me get up and running with multiple WordPress sites for my coaching, products and interview series! As our friend Alma says, "Thanks Super Jason!"

**Ruth Anne Wood** runs [JV ATTRACTION](#), a free community for authors and coaches to make friends, learn from best selling authors, superstar marketer. Free members are invited to cross promote co-author products, help with launches, get marketing and get product creation help from the JV ATTRACTION weekly newsletter. Get a free 30 minute "Get Your Product Reviewed Now!" phone/skype strategy session in your first 90 days as a free [JVattraction.com](#) member.



### ACTION STEPS

1. Jot down in one sentence the people you help.
2. Who can you interview that helps a group of people with that problem. Ex "I help people create profitable coaching programs fast, and I interview other authors and coaches that have programs and services I can recommend in my free newsletter and Joint Venture request page at [JV ATTRACTION](#)."
3. What is going on in the news that would be cool to create an interview series around and even a business helping others? *Ex: Sports Playoffs, Olympics, Major Political Event, Economy or Resource Crisis, Scientific Breakthroughs*
4. Are their people you admire already putting on events on this topic? How can you offer to cross promote or feature them in your interview series?
5. Go on social media and create a whole list of people you follow that would make great guests.
6. Anyone having an upcoming book launch or live event that you can offer to interview for your show [JV ATTRACTION?](#)
7. What are the three things you are going to work on in the next 24 hours to promote your interview series? Who is your first guest?
8. What are the biggest objections people have for taking the time to listen to your interviews? What can you offer them to inspire them to register or opt-in to your list?

TO YOUR SUCCESS!

Have a comment or quick question? Drop me a line at: [ruth@JVattraction.com](mailto:ruth@JVattraction.com).