

Instructions For Authors Show Radio:

As of today (May 2011) there are 446 million pages in the Google index for 'author radio' The Author's Show is currently #1 in that index. This high ranking and high traffic means that you certainly may gain a great deal of exposure from being on The Authors Show.



The Primary Focus Of The Interview

Unfortunately very few authors get traditional media coverage. This is due to the conflicting goals of authors and traditional media. The author hopes to sell books. The media hopes to draw a large audience through the presentation of news. (A large audience for a traditional media outlet means more revenue in the form of advertising dollars for that outlet).

If a traditional media outlet does not present value in the form of news, it will lose its audience and its revenues. Therefore, most traditional media outlets do not consider a book to be important news, and will most likely not be interested. This is especially true if the goal of the author is to present a 'sales pitch' for his or her book. However, the media WILL be interested *if that book presents a message of real value to their audience.*

The Authors Show can bend those rules a bit. We will certainly present you and your work in whatever way seems appropriate, but we still must demonstrate that your book *holds real value for the reader.* (It also goes without saying that sales depend on this). Our goal is four-fold:

- a. To create credibility for you and your work
- b. To demonstrate its value to the audience and
- c. To present your work to the widest possible audience worldwide
- d. To accomplish all the above while maintaining a high level of quality

The quality of the show is of primary importance. We hope to make this the best interview you have ever done/will ever do. Low quality interviews will present a bad message to a very large group of people. Please read the following guidelines carefully.

For US and Canadian Citizens

I will call you at the appointed time. Be certain that the number you have provided is a landline (a phone that plugs into a wall jack). Cellphones and VOIP do not allow for the quality recording we necessarily must produce.

For Overseas Locations

At the appointed time, call 218-339-2222.

You will be asked to enter a code. Enter 350491 on your telephone keypad. (It is not necessary to call in early unless you feel the need to do so).

The Interview

The interview is not live. There are no call-ins during the show. This call will be for the purpose of recording the audio part of your interview only. The show will be edited before broadcast.

Tips For A Good Interview:

- * Relax! In that the show is recorded, there is no live pressure whatsoever.
- * The questions you submitted will form the basis of the interview. Interviews are limited to a maximum of 15 minutes. For this reason, additional questions may be asked, or, if time does not permit, some questions may be skipped. In any case, your submitted questions will form the basis for the interview.
- * Be conversational. Though you might want to have your answers prepared in advance, you certainly do not want to sound as though you are reading the answers to the questions. In that the show is edited, there are very few mistakes that cannot be fixed.

After The Interview

- * Your taped interview will be edited and prepared for broadcast. The recordings are edited as they come in to the studio on a first come, first serve basis.
- * Once your recording has been prepared for broadcast it will be placed on the schedule. The schedule is posted at the Authors Show Radio site at <http://www.TheAuthorsShow.com> You will have notice before the show runs to allow ample time to publicize the show.
 - Once the show has been recorded, we will send information regarding how to publicize the show for maximum impact. An interview, even a great interview, will hold no value if no one is listening. *Your efforts in publicizing your interview are crucial to success.*

All of the elements are in place to create what may prove to be one of the best interviews you will ever do. Great interviews can help create the credibility required for success, so make the most of this. Be fully prepared, but don't worry. Our experience in producing high quality, targeted interviews will assure that your interview will be the best it can be.

Feel free to contact me at any time with any questions you might have. I look forward to speaking with you soon.

Don McCauley

Host

The Authors Show

<http://www.theauthorsshow.com>

910-842-9248

Free Publicity Focus Group

<http://www.freepublicitygroup.com>