

# How to be a Great Radio Guest: 27 Tips

By Brian Jud

## Radio Call-in Shows

- 1 Before the show, ask friends and relatives to call in.
- 1 Use a headset if offered one.
- 2 Keep a note pad with you. As the caller gives his or her name, note and mention it during the call.
- 3 You may find it helpful to rephrase the question.
- 4 If you are asked two questions simultaneously, choose the order in which you will answer them.
- 5 Always be courteous and never belittle a caller.
- 6 Make each caller sound important. If appropriate, remark, "That's a good question."
- 7 Do not try to prove a caller wrong; prove yourself right by citing your research.
- 8 Remember your agenda and do not allow yourself to be led astray.
- 9 Visualize the caller and talk to him or her. Make it sound as if the two of you are sitting in a living room having a friendly conversation.

## Radio Telephone Interviews

- 1 As you agree upon the time and date with the producer, confirm your time zone.
- 2 Do not use cellular telephones and do not ask the station to call you on a line with call waiting.
- 3 Have a specific area set aside for telephone interviews.
- 4 Nobody will say, "You're on the air," so always assume the microphone is hot (live).
- 5 Go along with the hosts who want to give the audience the impression that you are in the studio.
- 6 In order to create a prestigious image, you will be introduced as the expert on your topic.
- 7 While you are on hold, either before you begin the interview or during a break, you will hear the station's regular programming. Listen for key points to which you can refer later.
- 8 Give your ears a rest.

- 9 Before a long show starts, ask when breaks will occur and how long each will be.
- 10 Keep water nearby and drink it generously, but only during breaks.
- 11 Keep your list of questions and answers in front of you.
- 12 After two or three shows in one day, you may begin to wonder if you are repeating yourself. Make notes as you speak to remind yourself of what you said earlier.
- 13 Write the host's name phonetically at the top of your note pad and use it during the show.
- 14 Sit in a comfortable, quiet chair. If you gesture frequently, try standing as you speak.
- 15 Keep a mirror in front of you as you speak. Keep a smile on your face and you will have a smile in your voice.
- 16 Do not schedule telephone interviews too closely together.
- 17 Rarely will you get bumped, but it can happen. If so, be polite and reschedule your show for another time.
- 18 At the end of the show, you will get the chance to tell the listeners where they can find your book. If your toll-free number spells out a word, give both the pronunciation and the numbers. For example, if the toll-free number is 1 (800) JOB - HELP, say it and then repeat the numbers: "That's 1 (800) 562-4357."

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