



Flexing Your Media Muscle on the Radio

Do you know about the radio renaissance? If you're a NichePreneur™, you should! Popular wisdom has been telling us for years that radio was dead -- but that popular wisdom is wrong.

Satellite radio, streaming internet radio, and the popularity of podcasts has made radio a powerful platform for Nichepreneurs™ who want to establish or expand their Expert Identity. The audience for radio is exploding, like never before. At the same time, it has gotten more and more demanding to be a good radio guest. No longer is it enough to put out a good sound bite on demand for the local affiliate. Here's what you need to know:

Research is Essential

When a radio journalist contacts you for an interview, ask them what station they're from and what show you're being contacted for. Get the host's name, and then do your research. You want to know as much as possible about the show and the host before you agree. Some shows and hosts have particular agendas: you want to make sure you're a good fit for the show and that appearing on the show will help, rather than hurt, your Expert Identity.

You also want to know about the station's listeners. Who are they, where are they from? What challenges are they facing and why do they turn to this station for answers?

Know Your Material

Keep on point during an interview, and know what you're talking about. Radio listeners, especially those who listen to talk radio, tend to be fact-driven. They value accuracy and will want verification of your statements. If you use statistics, tell the listeners where those numbers come from.

Stand Your Ground

Some radio shows thrive on conflict. Whether it's a polite, but heated discussion about Shakespeare's writing or a down and dirty free for all about local politics, they love to see the sparks fly. Some Nichepreneurs will thrive in this environment, while others will falter. This is why research is so essential. If you go on a confrontive show, it's essential you hold your ground regarding your position. Appearing to change position will diminish the value of your brand.

Be Current

Radio is driven by current events. Even if your Niche isn't topical, you'll want to find some way to tie your expertise to the events of the day. The best example of this I've ever seen was a wedding planner who was able to explain how a series of tropical storms might affect floral choices available to brides.

Speak In Soundbites

Radio is a fast paced medium: you don't have time for long, detailed explanations. Speak in brief, content-rich bursts. That way, no matter when a listener tunes in, they'll hear you saying something of real value.



Have A Call To Action

What do you want listeners to do after they've heard you on the radio? Do you want them to visit your website, call a toll-free number, buy your book? Whatever your objective is, you want to create an easy, concrete way for listeners to move toward it.

If you can, structure your interview to engage listeners early and often. Tell them "You'll want to write this down!" For maximum effect, you may want to consider making this a free offer. For example, "Email me at Susan-at-RichesinNiches.com for a copy of a special report." They'll already have a pen or pencil in hand due to your earlier prompting.

Also: always ask the host if listeners can call the station or access the station's website for your contact information. If they can, that's an added plus -- make sure to mention it!

Be Prepared

Have everything you need or might potential need on hand before you start the interview. This includes a glass of water, a single sheet of talking points, and a pad of paper and pencil to make notes if you need to. This last is especially critical if you're taking listener calls during the segment -- you will want to make note of the caller's name so you can use it during your response. Additionally, create a sheet detailing who you're talking to, what you're talking about, and where the station is located. This will help you keep the information straight in your head -- crucial if you wind up doing several radio interviews in one day.

A location that is quiet and free from interruptions is essential for the interview itself. Experts recommend standing while you speak for the best vocal quality. Practice until you find what works for you.

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