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Get Free Publicity on Radio Talk Shows -- How to Get the Best Results

So you've sent out your press release to radio show producers and worked hard to get booked on some talk shows to get some free publicity. Now it's time for your efforts to pay off. Here are some tips on how to make the most of being interviewed on the phone by a radio show host.

Before the show, send the host, producer, and switchboard operator a card with your contact information. Listeners frequently call during and after the show to learn how to reach you.

Try to listen to the show before your interview date. If you have a friend who lives in that market, ask them to record it for you. Most radio stations now make their shows available on the Internet, so check into that possibility.

If you're doing the interview by phone, make sure you're in a quiet room where you will not be disturbed.

If you have call waiting, turn it off. You don't want to be interrupted by an incoming call.

It's a good idea to have a glass of water within reach, in case your throat gets dry. When the producer calls, or when you call them at the appointed time, assume you're on the air, even though you probably won't be. This way, you won't inadvertently say something that you don't want the audience to hear.

Standing raises your energy level, compared to sitting, so consider doing it during the interview. Also, your voice sounds much better if you are standing, or even pacing. You might want to use a cordless phone with a well-charged battery. If you have a corded phone, put a longer cord on it so you can move around. But be careful not to trip on it.

During the interview, offer the audience something for free, such as a tip sheet. Make sure they have to write or call you to get this freebie. This technique will help you build a list of prospects you can contact later.

Soon after the show, send the producer and host a thank-you note. The personal touch sometimes helps in getting booked again down the free publicity road.

Danek S. Kaus is a veteran Silicon Valley journalist and Public Relations . He is the author of "You Can Be Famous! Insider Secrets to Getting Free Publicity." Get [More Publicity Tips](#) and learn how to [Get Radio Publicity](#) Grab a totally unique version of this article from the Uber [Article Directory](#)

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