

7 Tips to Make Your Radio Guest Appearance Successful

1. Enthusiasm is contagious. Remember, the audience cannot see you. They only have your voice to entice them, so make it memorable.
2. Volume is important. Do not speak softly as it does not come across very well. Speak loud and animated so they can hear you clearly.
3. Speak clearly and straight into the microphone. It's important that you do not slur your words together or talk fast. Make your comments concise and clear so that it is a good representation of you.
4. Benefit information is what the audience is looking for. Do not make it an infomercial about your business. Share your knowledge with the audience and they will want to call you for more!
5. Repeat your contact information. Once is not enough as they may not have had a pen to write down your information, so give them a warning such as "Grab a pen and write this information down" and then say your contact information slowly. Repeat phone numbers and Web sites.
6. Do not forget to send that personalized thank-you to your host and offer to be of any future assistance for them. Remember, you want to be a resource for the host and it is all about building relationships.
7. Do not forget to use this as a great marketing opportunity for you. Let your members know you are going to be a guest. Provide them with all the information so they can tune in live to the broadcast or tell them how they can access an archived copy of the show afterwards. You will also want to have access to that archived file and link it to your Web site.