



## How to Turn Media Interviews into Book Sales

Hi, this is Rob Eagar, founder of WildFire Marketing, where we help authors, speakers, and publishers spread their message and sell more books through innovative marketing strategies.

As an author, do you dream of getting that big media interview on national radio or TV and watching your book skyrocket onto the bestseller lists? Do you fantasize about Oprah calling on the phone begging you to be a guest on her show?

Those are nice dreams, but let's be real for a minute. How many times do you conduct an interview that never goes anywhere? No boost in book sales...no major website hits...no speaking inquiries...nothing happens. Are most of your interviews just one dud after another?

Worse, are you too easily thrilled with just getting on the air that you forget to be purposeful with the precious time you're given? Do you show up and try to "wing it" with spontaneity, because you hate to practice or sit down and build a solid gameplan? Unless you're a celebrity, "winging it" is not going to help you sell more books. Sure, it's fun to tell your friends that you'll be on the radio, but don't let your ego get in the way of building your author platform.

In this session, we're going to talk about how to use media interviews to sell more books. For example, if you give a great interview on a national-level program with thousands of people listening, your book sales could increase dramatically.

The problem, however, is that too many authors obsess about getting on big-time national shows, such as Oprah, Good Morning America, or Focus on the Family radio. Meanwhile, the reality is that the competition to get on those programs is fierce, and the chances of appearing are pretty low. Plus, just because you get on those shows doesn't guarantee a mass response.

The wise approach is to garner as much media coverage as you can, regardless if it's large or small, and learn how to use any interview to spread your message. If you focus on getting consistent exposure, you can build your platform and increase sales for you and your publisher.

To clarify, this session doesn't cover how to get more media interviews – that information is covered in a different session. Instead, I'm going to spell out how to help maximize book sales and platform growth once you've already booked an interview...even if you write fiction. That's right, everything we discuss will be applicable to any author. For instance, here's a broad look at some of the important issues we're going to cover:

- 1. How to prepare for an interview.**
- 2. How to set proper goals and determine real results from your interview.**
- 3. How to control an interview – even with a difficult host.**
- 4. Specific techniques to help your interview boost your book sales.**
- 5. Plus, I'll share a secret that most interview hosts don't want you to know...more on that later.**

In case you're not locked in with me yet, let me give a brief example of what one successful interview can do for your book.

I know an author who wrote a book for women that focused on self-image issues and money-saving tips on cosmetics. She landed an interview on a major morning radio show in Atlanta, GA and spent seven minutes by phone sharing her expertise and advice. From that single interview alone, her Amazon ranking shot to #2 in the Health & Beauty category. Plus, she got over 150 book orders that week through her website! And, you can bet women were walking into bookstores looking for her book.

Now, you may not experience results as strong as these from every interview. But, the potential is always there to sell more books – if you know how to maximize the opportunity. So, let's cover how to take advantage of media exposure by first discussing how to prepare for an interview.

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### **Prepare for Your Interview**

There's a common misconception about author interviews that I need to bust before we move forward. Some authors mistakenly believe that giving an interview is a prime opportunity to teach a large group of listeners. They see the microphone and suddenly think class is in session with a captive audience. Here's two problems with this mindset:

1. Your audience is never captive. They don't have to listen to you if they don't feel like it. For instance, they can change the channel, turn off the program, pay attention to something more interesting, or simply let their mind wander. It's your responsibility, not the host's job, to keep an audience riveted on you and your message.
2. Secondly, there's rarely enough time to really teach much material. Most radio and TV interview last less than 10 minutes. And, you're especially lucky if you get anything over 30 minutes. That's because most programs are formatted for short, 8 – 10 segments with commercial breaks. So, you generally have less time on the air than you think.

Therefore, it's crucial to **use your brief interview to tease the audience, rather than teach the audience**. Otherwise, make every minute count to help generate book sales. Now, I know the word "tease" may offend some people. You could be thinking, "Rob, it's not right to tease my audience, that's manipulation or shameless self-promotion." If you feel that way, then let's discuss the most ethical action you could take towards your audience.

For example, let's say you wrote a non-fiction book that helps parents communicate better with their children. Or, maybe you wrote a novel about a woman overcoming deep tragedy. What is the best thing to do for your interview listeners? Is it wise to overwhelm your audience by trying to cover every teaching point you can cram into 10 minutes? Most people won't remember what you say. So, wouldn't it be wiser to use your interview to motivate people to get your complete message?

It's actually more beneficial to your audience if you use an interview to lead people to what they really need – your whole book. You can throw a ton of information at people. But, that's like a doctor throwing a box of Band-aids to someone who asks for help with a serious illness. Band-aids won't cure the problem. Instead, a good doctor forgoes a short-term request, and leads the patient down a path to get fully cured.

Your job during an author interview is no different. Use the brief time to engage the audience, get them interested in your message, and inspire them to go buy your book. How do you do

that quickly and effectively? Develop an interview structure based on a few main points, and answer questions using soundbites.

### Developing Main Points for Your Interview

Since most interviews last only a few minutes, your goal as a guest should be to engage the audience, give them enticing information, and lead them to take action. Most books cover too much information to give a “Cliff-notes” review of each chapter. Instead, consider 2 – 4 key points that you want to make sure your audience remembers. Key points could be based on the following kinds of important information:

1. For instance, if you write non-fiction, it’s important to establish your expertise quickly so that the audience feels like trusting you. So, you could share part of your personal story that captures the audience’s attention and boosts your credibility. **Present yourself as an interesting person who can relate to the problems that the audience faces.** For example, financial expert and best-selling author, Dave Ramsey, is quick to share during his interviews how he had to file for bankruptcy in his late-20’s. He’s survived tough economic circumstances and makes you feel like you can too.
2. If you write fiction, you could share something that relates to the characters and situations in your novel. For instance, David Gregory, best-selling author of *Dinner with a Perfect Stranger*, shares how he always wondered what it would be like to have dinner with Jesus Christ. So, he wrote a short novella that captured that kind of situation. He engages his interview listeners by tapping into a common desire that most people carry.
3. Regardless whether you write fiction or non-fiction, you need to **determine how your book can tangibly improve someone’s life.** And, then create two or three talking points that explain why. Don’t waste precious time discussing nonessential background information or extraneous details. Keep your audience focused on the fact that your message can make their lives better. You can break down your information into interesting statistics, tell specific stories about how you help people, give listeners a useful list, or even a brief quiz.

When I used to do interviews for my book, I used three main points. My first point was sharing my personal story to gain credibility with the audience. Then, I talked about a helpful list of questions in my book that I knew captured listener interest. Finally, I would discuss new trends in society and that related to my message and positioned my book as a “go-to” source for the latest information.

So, consider your book and write out three or four main points that can guide you through your interview. Make every effort to get through that material before your interview ends. Don’t worry...this isn’t going to make you sound canned. Instead, you will sound prepared and feel confident in front of your audience. It’s much better to be prepared and risk sounding canned, than it is to “wing it” and blow a great book-selling opportunity.

### Creating Interview Questions

Once you’ve created your main interview points, then you can develop interview questions that will lead your host to these points. If you’re new to the interviewing process, you may be thinking, “That’s weird...isn’t the host supposed to come up with the questions?” You might think so. But, in most situations, the hosts are interviewing so many people that they don’t have time to read every author’s book and come up with clever questions.

Most program hosts are happy to follow a list of questions that you give them. They may throw in a few questions of their own or cover issues out of order. But, generally, they will follow the roadmap that you give them.

This is good news, because it allows you to script your own interview and make sure you cover your main points. It's like the host lobbing you softballs and letting you hit them out of the park. The key is to make your sample questions sound conversational. For instance, don't write "Question #1 – Why did you write your book?" Instead, phrase your questions like something a normal person would ask you. And, don't be afraid to make your interview provocative or controversial. You want people to stay glued the program instead of changing the channel.

For example, you could write, "I understand that you went through an unusual experience three years ago, what led you to write about it?" or "You believe most people are looking at their problem from the wrong angle, what do you mean by that?"

### **Answer Questions in Soundbites**

Since most interviews are brief, it's important to limit your answers to the key information. I used to make the mistake of going into detail when I answered an interviewer's questions. I'd go through my entire answer, and then try to wrap it up with a clever statement. By that time, however, my audience was bored and losing interest. To them, it was like reading a newspaper with no headlines. They needed something to get their attention in the first place.

One of the best ways to grab your audience is to speak in "soundbites," which are pithy statements that sum up your thoughts. Think about soundbites like a newspaper editor using a headline to introduce an article. And, **when an interviewer asks you a question, start your answer by using your soundbite.** This approach will help keep your audience listening for the rest of your answer.

For example, when I wrote my book on relationships, interviewers used to ask me, "Rob, is it appropriate for a woman to ask a man for a date?" My soundbite response was, "She can try, but if a man won't lead in dating, then he usually won't lead in marriage, and she'll wind up miserable married to a passive guy." Now, you may disagree with my answer, but my bet is that I grabbed your attention, right? And, you probably want me to explain my answer further. This should be your goal as an author. Say things that make the audience want to know more about your message. Below are some soundbites that I've helped authors create:

- The goal of confrontation should always be restoration – not winning.
- Oftentimes, we're kinder to strangers than we are to our kids.
- Sex is like superglue.
- Forgiveness is a gift you give yourself. Because as you forgive, you set yourself free.
- No one enters a toxic environment without safety measures. Why enter a toxic relationship without protection?

Logic makes people think, but emotion makes them act. So, a good soundbite helps generate emotion in your listeners, such as laughter, curiosity, or even anger. When people feel a deeper interest in your book, then they will want to buy it. Remember, someone may be listening to your interview in their car, and it may be a while before they can purchase your book. If you find a way to stick in their memory, then you increase the chance that they will take action.

So, once you've created your interview questions, then come up with soundbites for each answer. Take the time to memorize your soundbites. Doing so will help lead you into the rest of your answers. When you're booked for a radio interview, **write out your soundbites on a sheet of paper and keep them in front of you.**

### **Use Visuals and Metaphors**

Authors who know how to maximize media interviews are masters of metaphors and visual aids. It's not easy to discuss complex subjects in a short amount of time. But, you can help your audience recall your message with word pictures and memorable objects.

I used to help listeners understand my book's message by combining metaphors with a tangible item. For instance, I would say, "Romantic love is like chocolate. Chocolate tastes good, and romance feels good, but eventually, both will leave you unsatisfied and wanting more." Then, I would hold up a giant, 5-pound Hershey's chocolate bar as a visual aid. When I did television interviews, I could literally hear the camera crew gasp! As you can imagine, audiences found it easy to remember the main point of my book.

What kind of similar ideas can you create to make your message memorable? We live in a visually-oriented society, and you need to consider the lowest common denominator of your audience. Using visual aids and word pictures makes it easier for everyone to understand the benefits of your book. One author I know uses a metaphor about blueprints and home construction to describe how his message can help couples build strong marriages. Then, he cleverly gives away a Home Depot gift card to his listeners as a prize. As you can imagine, listeners find it easy to remember his message.

Let me challenge you not to be cheesy when using metaphors or visuals. It's easy to copy another person's ideas or abandon creativity and just throw something together. But, in the end, it will cause you to seem boring and hurt your credibility. For instance, if your book discusses the various roles that women face, don't talk about wearing different hats or put something silly on your head. That's a stale idea. Instead, make the effort to create visuals that are memorable in a unique way.

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### **How to Control an Interview**

Too many authors are content to think that getting an interview will yield automatic book sales. But, this is a big myth. You can't just show up as a guest and expect people to love your message. There are a lot of factors working against you during any interview, such as short time limits, a bossy or disinterested host, other guests competing for attention, and smaller audience sizes than anticipated (this is especially true for Christian radio and TV programs).

So, if you're going to turn your interview into book sales, then you've got to have a plan and be willing to work that plan with assertion. In other words, **get over your awe of the media and act like an equal**. That's right. You've got to overcome any kind of hayseed mentality that says, "Hey Mom...look, I'm on TV!"

If you don't believe that you deserve to be in front of an audience as an expert who can help people, then your audience will sense your insecurity. Plus, if the host discerns your anxiety, then he or she is put in a difficult position to make your interview sound professional. You must convince yourself that you belong on radio or TV before you can convince other people.

How do you act like an equal? Treat a media interview like your partnering with the program host and producer. The reality is that they need you as much as you need them. They need a lively guest with expert content for their audience. And, you need exposure for your message to their audience. You need each other equally, so you are working together as partners to make something good happen. Don't cower like a beggar who's just glad to be in the room. Conduct yourself like someone who belongs in front of the microphone.

The best way to control an interview is to prepare for what could happen. The process of getting ready includes creating intriguing questions about your message, sending them ahead of time to the host, and practicing your answers for the kinds of questions that might come up. You don't need to prepare for every eventuality. But, you want to have a working knowledge of your message, so that you're always ready to offer an answer.

This may sound corny, but I used to sit in my office and practice saying my soundbites and answers out loud. I'd use a timer to rehearse telling my personal story and main points. I tried to condense each answer until I could say it clearly in less than 2 minutes. Remember that many of your interviews may be "live," so you can't stumble through your answers and expect someone to edit your comments. Sometimes, you get one shot, and that's all.

As I got comfortable with my answers during my practice sessions, my confidence soon shot through the roof. I no longer feared the microphone or camera. Instead, I felt energized to influence so many people with my message, because I knew I was ready to offer helpful information.

If you want to give a professional interview, then practice out loud by yourself beforehand. Only amateurs "wing it," because they're lazy and inconsiderate of their audience. If you take a careless attitude to your interview, your audience may take it out on you by ignoring your book.

A good gauge of your interviewing confidence is when you can steer any question to your main points. **Just because a radio or TV host asks you a question doesn't mean that you have to answer it.** Sure, it's polite to respond to someone's question. But, you never have to chase a rabbit trail that wastes time from talking about your points. You can always redirect a question to something that you want to discuss. It's like steering a car. The host may ask questions, but you're the one driving the direction of the conversation. Here are some examples of what to say if the host asks you an irrelevant question:

- "You bring up a good question. But, before I leave, I really want to emphasize this point to today's listeners..."
- "Yes, that's an interesting issue. But, I've found that an even bigger issue is..."
- "I'll be glad to answer that question. But, first, let me say something about..."

To be frank, it just makes sense for you as the expert to oversee giving the audience helpful information, rather than the host who probably hasn't read your book anyway. And, next time you're channel surfing, tune-in to CNN or FOXNews, and watch how a politician or corporate executive controls a tough interview. They can take almost any question and steer their answer to the point they want to make. With a little practice, you can do the same.

Before I leave this topic, let me remind you that I'm not advocating manipulation or impolite behavior on the air. However, I am stating the fact that getting on national TV or radio is hard for anyone to do, so don't take it lightly. You probably won't get a second chance to be on the show. If you fumble an interview because you weren't prepared or felt intimidated by the situation, then it's a disservice to your audience and your book sales.

### **Smile for the Camera**

I've discussed how to prepare for an interview. But, if you want to be able to guide the discussion, I encourage you to rehearse, or you'll shortchange yourself. That's why I recommend that you write out your proposed questions and soundbite answers when you conduct a radio interview. No one in the audience will care. And, your host won't mind if you do a good job. Obviously, don't read out your material, but use it as a fallback to refresh your mind if you get distracted. For television, you can't look at notes when the camera is on, so you need to take extra time to memorize your key points.

Four years ago, I got a surprise phone call from a producer at the *CBS Early Show*. She had stumbled across my website and wanted to know if they could interview me for a special segment. Stammering with surprise, I said yes, and then she responded, "Great, we'll send a film crew and reporter to your office in a few days." Up to that time, I had only done a couple

small TV interviews on cable channels that few people watched. So, after I hung up the phone, my elation quickly turned to anxiety. I had no experience being in front of an audience of millions.

However, the opportunity to be on national TV interviews doesn't happen everyday, so I resolved to make the most of it. I wrote out my main points, memorized my story and soundbites, and even let my wife grill me with random practice questions.

During this process, however, we noticed something strange. My wife would say, "You don't look confident. Instead, you look defensive and anxious." I disagreed with her until she said something that changed my perspective, "Go look at yourself in the mirror." Lo and behold, she was right. When I saw myself answer questions in the mirror, I looked awful...and I had no idea. That's when I learned **Rule #1 for TV Interviews – Smile Constantly**.

I don't care if your face hurts or the host insults you. Never stop smiling on camera. You've heard the phrase, "The camera adds 10 pounds." I believe that smiling on camera adds 10 times to your credibility, which helps your book sales. Let me explain what I mean.

On an episode of Oprah, I watched Dave Ramsey promote his book, *The Total Money Makeover*. The show included families in deep debt, and Oprah was asking Dave to give them financial advice on the spot. Now, Dave has a great personality with a jovial laugh. But, as I watched the show, I noticed that Dave didn't smile much. Oprah asked him rapid-fire questions, but Dave's demeanor seemed negative. He didn't look confident, and it diminished the power of his interview. In Dave's defense, he's now a best-selling author with a huge platform. But, his coming out party didn't feel like it should.

In contrast, I once saw an interview with a Wal-Mart executive who used smiling to her advantage. She was defending her company's position in a land use lawsuit over the location of a new store. A reporter was grilling her with harsh, accusatory questions. Yet, through the entire interview, this Wal-Mart official never stopped smiling. She sat with a pleasant demeanor, patiently answered questions, and never once looked perturbed. Even if viewers disagreed with her position, she came across as credible and professional. I found myself liking who she seemed to be as a person. It was a weird incident to watch, but that scene reinforced the power of smiling on camera.

Likewise, always smile on camera. Doing so can even enhance your attitude on radio as well. Hopefully, you'll never be questioned by an antagonistic reporter. But, even if it happens, you'll be ready to insure your credibility and boost your expert status.

### **Set Proper Goals for Your Interview**

Once you've prepared an interview around main points and interesting soundbites, the next step is set appropriate goals. By goals, I mean realistic measures to determine if your interview helped build your author platform. There are many factors to consider, but let's briefly look at four indicators of success: credibility, likeability, book sales, and newsletter signups.

**1. Credibility** – Most people will be hesitant to buy your book unless they feel like they can trust you, especially if you write non-fiction. So, establishing credibility during your interview is critical. But, don't make the mistake of letting your bio or your credentials carry that burden. **The best way to establish credibility is provide listeners with information that improves their lives.** Enable your listeners to solve a problem, overcome a struggle, or change their perspective. When your interview is over, you want the audience to say, "Wow, that author helped me today."

**2. Likeability** – Being liked by your audience is second to gaining credibility. Because sometimes it's better to be credible and controversial, rather than likeable and boring. Nonetheless, your audience is more likely to buy your book if they like you. So, during your interview, concentrate on being pleasant, feel free to laugh, and act aware of your audience.

Don't just focus on the host and robotically answer questions. Show genuine emotion, and imagine your audience as a person sitting next to the host. Include them in the discussion by making comments, such as "I know many listeners today may feel this way..." or "Is it just me, or do we all seem to struggle in this area?"

**3. Book Sales** – As the title of this teaching session implies, the big goal of a media interview is to help sell books. The problem is that it can be difficult to monitor this result. You will never know how many went to a bookstore and purchased your book. Instead, track statistics that you can observe.

For example, check your book's ranking at Amazon.com or Barnes&Noble.com the day before and after your interview. Was there a significant improvement? Did you get book orders through your personal website? Did you get any speaking requests by phone or email? If you conduct an interview for a specific city, contact a few bookstores in the area a week later and ask if your sales improved.

*Sidenote: Amazon rankings aren't entirely accurate, so don't obsess over them. However, they can help reveal recent sales trends for your book.*

**4. Newsletter Signups** – Let's face it, most listeners are not going to buy your book based on a 10-minute interview. However, you can still motivate a lot of people to want more of your message. Capitalize on their interest by encouraging your audience to visit your website and signup for your free newsletter. I'll share specific techniques about how to do this a little later.

It's no small consolation for someone to give you their contact information and invite you to stay in touch with them. You may not sell a book today. But, if they signup for your newsletter, then you increase the odds that they'll buy from you in the future. **Building a large newsletter database is a key component to growing your platform**, especially when you have an active list over 5,000 people. So, try to add at least 50 – 100 new subscribers per interview. If the media program has considerable viewership, that's a reasonable target.

Based on the four goals I just mentioned, you've got several ways to determine if your interviews are productive. But, what if you conduct a few interviews and realize that nothing is happening? Book sales seem flat and your website isn't getting hits. If you're not seeing results, then something is wrong. Either your message is falling on the wrong kind of audience, or you're not giving your audience tangible value that they can appreciate. The next section will offer some ideas to remedy the situation.

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### **Lead the Audience to Your Book**

Let's look at some simple ways to help motivate listeners to check out your book.

**1. Never say "My book."** – This first idea may sound like a no-brainer, but it's a classic mistake authors keep making. Whenever you're on an interview of any kind, never say "My book." Instead, say the main title of your book. If it happens to be a long title, then mention a condensed version. And, don't worry about saying the subtitle. But, never say "my book."

The reason why you need to say your book's title is two-fold. First, **people usually need to hear your title at least 3 – 4 times before they can remember it**. Secondly, you can't expect

everyone to listen during your entire interview. Some people will tune-in after it's already in progress. Others will be there for the beginning but need to leave before you've finished.

For example, if 1,000 people tune-in during a radio interview, it's plausible that 30 – 50% never hear the entire segment. So, if you don't repeat your book title several times, most people won't remember it. Help your title stick in listener's heads by saying it a few times.

**2. Offer a Freebie** – It's unrealistic to expect people to go buy your book immediately after an interview. However, it is realistic to expect a lot of people to request something that you give away for free. People like free. Free helps make friends. Free builds rapport with potential readers and book buyers.

**If you want to lead listeners to buy your book, then create an item of value that you offer as a gift.** During your interview, mention the "freebie" to the listeners and tell them where to get it. For maximum effectiveness, create interview questions and answers that allow you to easily mention your freebie on the air. You need to tell the audience about it at least twice, or they'll forget.

For instance, you could end one of your answers by saying, "I know that someone may want more information about what we're discussing today. To help out, I'm offering a free \_\_\_\_\_ to everyone listening. To get it, just visit my website at [www...](http://www...)" Or, you could say, "I've enjoyed being on the program. To say thanks, I'm offering a free \_\_\_\_\_ to everyone who tuned-in. Go to my website at [www...](http://www...)"

An effective "freebie" is something that motivates people to take action. Good examples could include an exclusive article, report, newsletter, quiz, audio CD, DVD video, accompanying study guide, special resource listing, behind-the-scenes info, meet-and-greet opportunity with the author, etc. The possibilities are limitless. The key, however, is to make the item valuable and interesting enough that people really want it.

Avoid lame freebies, such as offering a sample chapter, author Q&A, coupons, one-page articles, recipes, Top 10 lists, etc. These ideas are cliché and insignificant. I've seen authors promote this kind of stuff. But, c'mon, who really wants something like that?

**3. Say Your Website on the Air** – Let me pause for a moment, and talk about mentioning your personal website during the interview. There's a little secret that some radio and TV shows don't want authors to know. **Some media programs hate mentioning your website address, and many hosts will refuse to say it on the air.** I find this mentality ridiculous, especially when they're getting authors to appear for free on their program.

Here's the rationale...some programs make a lot of extra revenue by charging for advertising space on their website. And, if they can boost their websites "hit" and "unique visitor" statistics, then they can charge more money for ads. So, they're scared to mention your website, because they don't want the audience avoiding their website and visiting yours. This attitude can cause a double-whammy for an author. If you mistakenly say "my book" and no one mentions your website, the audience could easily forget what you wrote and where to get more information.

Fortunately, there's a way to get around a host's unwillingness to help. Use your freebie to bring your website up in conversation as a helpful tool for the audience. When you're offering something for free, it's hard for the host to prevent you from mentioning your website.

**4. Put It All Together** – Once you have an enticing "freebie" to offer your audience, tell them the only place to get it is at your website. If you don't have a website, then you're an amateur. Invest the time and money to look professional. You can't expect people to take you seriously

without a respectable presence online. (For help with your author website, check out my teaching session: *Using Your Website to Build a Platform*.)

When listeners visit your website, ask them to sign up for your free newsletter in order to receive their gift. By getting their contact information, you get the ability to build a growing database of people interested in your message. For instance, create a sign up box on your website's Home page that says, "Sign-up for my newsletter and get my (insert name of your freebie)."

If you're uncomfortable making people sign up to get your freebie, then you can make it available from a special page on your website. When they click to that page, you can have a newsletter sign up box next to the freebie and invite people to sign up.

Why go through all of this trouble? Well, it would be nice if every visitor from your interview audience came to your website and bought a book. But, if you motivate them to give you their contact information, then you increase the odds that they will buy a book in the future. **People who willingly ask you to stay in touch with them are the equivalent of marketing gold.**

Customers who buy one book are likely to buy another book or know someone who will. If you tell people to your interview audience to get your book at Amazon.com or their local bookstore, then you miss the opportunity to build a long-term relationship with your audience. You cannot grow your author platform if you don't know who appreciates your books!

By the way, taking these steps won't hurt your bookstore sales or your Amazon ranking. Many book buyers will always prefer to get your book through these channels. But, if you're going to grow your author platform, then you need to create an ever-expanding database of interested readers. Media interviews can help grow your list quickly. I know several authors who regularly pickup over 100 subscribers per interview. These new signups represent a lot of future book orders and word-of-mouth marketing assistance.

However, don't take your database for granted. Stay in touch by sending newsletters packed with helpful information that keep them interested in your message. (For help crafting powerful newsletters, check out my teaching session: *How to Create Newsletters that Sell Books*.)

If you're still not convinced, consider that publishers adore authors who build a personal database with thousands of targeted contacts. It means easier marketing for your next book. Show a publisher a large, legitimate database, and they're more likely to show you extra attention. Are you with me?

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Now, you're ready to maximize your next media interview. You know how to prepare, how to determine real results, how to control the discussion, and how turn listeners into customers. Don't waste these golden opportunities to inspire hundreds, even thousands, of people.

Act like the expert you are, and act like an equal to the host. Use the microphone to giveaway free advice, and use website "freebies" to build a growing database of customers. Good media interviews get results, and I hope you will use them to boost your book sales.

For personal help preparing for an interview or creating strategies to help market your books, contact me at WildFire Marketing and ask about personal coaching. We can help grow your platform and sell more books, regardless if you're a beginner or a bestseller.

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