



## HELPFUL TIPS FOR AUTHOR RADIO INTERVIEWS

BY ROB EAGAR

**\*\*Bonus article based on Rob Eagar's *Sell Your Book Like Wildfire*  
([bookwildfire.com](http://bookwildfire.com))**

1. Take a sheet of paper and write out your interview questions with accompanying sound bites. Keep this piece of paper in front of you during the interview. The radio host won't mind if you have a cheat sheet, and the listening audience will never know. Use it to help calm your nerves and keep you on track if you forget a particular point.
2. On your cheat sheet, write down the host's name and the radio station's name. This will help overcome an awkward moment of suddenly forgetting your interviewer's name. I learned this lesson the hard way when I did a couple of interviews back to back and got the host's names mixed up. It wasn't pretty.
3. Keep a glass of water nearby in case your mouth gets dry or you start to cough. There's no worse feeling than getting nervous in

front of the microphone and leaving yourself stranded without water.

4. If you're conducting an interview by phone, be sure to turn off the call-waiting feature before you get started. Otherwise your interview may get repeatedly interrupted by the beeping that occurs when another call is coming in on your phone line. And you will look like an amateur.
5. If you take questions from live callers during your interview, remember to repeat their questions aloud and express empathy toward their issues. If someone poses a difficult question, such as assistance with a complex personal problem, don't feel obligated to provide an answer. Instead show how you understand their question, and try to suggest where they can get more information.
6. If you land an interview on a well-known nationwide program, let your publisher know immediately. It's a good idea to give their sales staff a heads-up so that they can make sure your book will be available in stores. You don't want to give a great interview but then frustrate readers who can't find your book at their favorite retailer. Give your publisher early notification to help prevent this problem.
7. During your interview, strive for success—not perfection. It's okay if you forget part of an answer or get flustered for a moment. Your audience knows that you're human. Nobody expects you to be perfect. Relax and enjoy the opportunity to draw people to your book.