

Full Power Living
P. O. Box 21808
El Sobrante, CA 94803

SAMPLE GUEST INVITATION

Dear

I'm writing to invite you to appear on Full Power Living Internet radio program. Your focus on _____ fits really well with our theme of bringing to the world's attention "the power and importance of human emotions. We broadcast over www.blogtalkradio.com/fpl and www.emotionalpro.com Thursdays at 9 am Pacific Time. You would be our only guest, with your appearance lasting an hour.

Full Power Living has broadcast live since 2004. I am the creator/host for the program. Because emotions are part of everything, we have a wide range of topics and guests regarding such issues as relationships, parenting, health, mental health, nutrition, personal growth, and spiritual awakening.

When you accept my invitation, you'll be joining the ranks of our previous notable guests, people such as Chopra Center co-founder Dr. David Simon, Psychiatrist Dr. Peter Breggin, Psychic Sylvia Browne, actress and nutritionist Marielle Hemingway, "The Dolphin Defender," Hardy Jones, Futurist and God Code author Gregg Braden, and Chicken Soup for the Soul author and publisher, Amy Newmark, to name just a few of our wonderful guests. It is a hallmark of my hosting that I read the book of each guest I interview, allowing us to have an in-depth and relevant interview.

We currently have shows open for May 21 and June 4. Please let me know if either of these dates will work for you. Once we settle on a date, I'll send you further details.

I look forward to hearing from you, and to getting to know you and your work better.

Warmly,

Ilene

Ilene Dillon, MSW
Full Power Living
Show Host and Creator

When You're Just Starting Out:

- 1) Be very clear of the niche/message/focus of your show. Who will your audience be?
- 2) Find the biggest name people in that niche that you can "stand" approaching, and contact them. (You'll be surprised how many people you know who "know someone." Draw on those resources now.)
- 3) Assume the attitude that you want to BECOME the top podcaster in your field, and therefore focus on who you want (rather than on what you're not!)
- 4) Write your request "as if" you expect a "yes" in response.
- 5) Give details, any written materials, "contract", etc. only *after* you have gotten your "yes" (saves lots of time!)
- 6) Of greatest importance is exchange of phone numbers (our Producer contacts the guest, so we ask for primary landline and a backup number)
- 7) After your program is up and rolling, publicity agents will begin to find your show (you can also contact them). Be sure to "train" these agents regarding what works for you and your show. Don't be afraid to turn down their offer if it doesn't fit for your show. You want to develop your relationship with such agents so they find the "just right" guests for you. Remember, they have the job of placing their authors/thinkers; you are mutually helpful!
- 8) Keep developing your "numbers," so you have a good size audience to offer for people who want to share their message with the world.
- 9) Develop something that is unique to you as a host, especially something that allows your guest to feel important, welcome and understood. Remember: you get to talk with people who are world-changers directly about their message, and ask questions about what you don't understand! (In my case, I make a habit of reading the book of every guest. Since most hosts ask for 10 questions, guests often have the experience of having the same 10 questions asked over and over again, with the host having little real understanding of the guests' message. Having a host who knows something about the topic makes guests feel great!)
- 10) IF A GUEST NEEDS TO CANCEL OR FORGETS YOUR DATE: Be kind, understanding and human. I can't tell you how many guests have told me they appreciate when I do this, telling me that some hosts get angry with them. Allow your guests to be human! Reschedule. Always keep a guest or a pre-recorded show handy in case you need to make a quick substitution.
- 11) When you talk with your guest, relate to them as if they are visiting with you in your living room, a guest in your home. Don't hesitate to stop briefly, even during the show, to make corrections on sound quality with your guest. Some sound patterns shift, allowing for "popping" sounds. It's better to stop (and later edit this out) so your guest sounds good on their recording. They want to use the recording for their own purposes (if you allow this), so make sure what they get is something they're proud of.

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