



Talk Show **Magic**

How To Be An Irresistible Talk Show Host,
Gain Massive Exposure, & Interview Celebrities
You've Always Dreamt of!

Raven the Talk Show Maven

“I was blown away! Yes, that’s what I hear from my radio hosts whenever I have Raven do a breakout session at my RockStar Mastermind.”

“Raven “The Talk Show Maven” is a master at interviewing and shares so much from the heart. She is precise and she is clear, so my clients can actually implement her step-by-step program immediately.

Many of my radio show hosts have told me that her training allowed them to take the next step in getting “big-name” guests, doing more effective interviews, and producing great shows for our RockStar Radio Network. Raven's training not only met their needs, but as usual, exceeded my expectations.

I strongly recommend Raven's training to any station owner who wants to elevate their radio host's skills, or anyone who would like to become a talk show, telesummit, TV, or any other type of host – whether on the internet or live. I tell them not to wait, pick up the phone today and give Raven a call. She ROCKS!!!

Craig Duswalt, Speaker, Author, Radio Host, and Creator of the RockStar System for Success. www.CraigDuswalt.com



“After just one session, I implemented changes that resulted in an immediate improvement in my sales!”

“As a business coach myself, I recognize the need for getting expert mentoring and modeling ... and that’s why I signed up with Raven. She was able to see the need for changes that I was just too close to see myself. After just one laser focused session with Raven, I implemented changes that resulted in an immediate improvement in my sales, generated new guest leads and even some amazing joint venture opportunities. Yes, it took less than one week to realize these results! Thank you Raven – you are truly a gifted talk show host and coach.”

Martha A. Sanchez Business Coach | Executive Producer | Radio Show Host
<http://www.MarthaASanchez.com>



“People know who I am now, even internationally!”

“What Raven teaches is truly talk show magic. I’ve learned to be my authentic self and that it is okay to be free to be me and to get out of my head to instead speak from my heart. She’s taught me how to structure my show more effectively and how to control platform the platform at all times, not allow the guest (regardless of how “big” they are) to take over my show. I started out a virtually unknown and now people know who I am, even internationally. This has given me new credibility and I’m seen as an expert. I now have the confidence and courage to ask for the big interviews such as Alveda King (Niece of Dr. ML King). One of the biggest things I’ve learned from Raven is how to monetize my show and how to ask for money. Thanks Raven, you rock!”

Mary Smith Moore | Christian’s Destined to Reign Radio | Faith & Forgiveness TV

<http://christiansdestinedtoforeign.com>



“I went from not enough customers to tripling my income!”

“Raven is an amazing mentor. It is beyond the scope of her being just a lovely, strong and positive person that clearly and lovingly holds you accountable. It is the growth in my inner being that Raven has contributed so much to. That growth and inner strength has helped me prosper in all aspects of my business and life. I remember a time when I was worried about not having any clients to eventually having too many. I have even tripled my income with the help of Ravens mentorship. During that time of worry, I had one talk with Raven and I was back in action. She was able to help me identify that I had shifted my focus away from my strengths. That allowed me refocus myself and head back in the right direction. Along with tripling my income, I am now able to monetize my shows and interviews amongst other things. With Raven’s advice and wisdom, I now run a successful small business consulting firm in which I use much of what Raven has taught me with my clients. She has held my hand on numerous occasions allowing me to pull through and execute not only for my business, but in my personal endeavors as well.

Christina L. Suter | Ground Level Consulting

<http://www.GroundLevel-Consulting.com>



“I learned how to leverage my radio show and will be launching products to generate income”

“For years I thought about how fun it would be to have my very own radio show to share my expertise and empower and inspire other women. But with no idea of where to start or how to begin, I put that dream on hold, that is, until I met Raven Blair Glover also known as “Raven the Talk Show Maven.” As a result of working with Raven, I learned to speak from the heart as a radio host, speak with confidence as an expert guest on other people’s shows, and to speak with power as the Executive Producer of my show.

Thanks to Raven’s step-by-step process I successfully launched my own Radio Show, have had some amazing guest experts on my radio show; appeared as an expert on other radio shows and received a permanent guest spot. And now thanks to putting Raven’s tips, advice and feedback to work, along with gaining increased notoriety as an expert in my field, I also learned how to leverage my show and will be launching other products and programs in the coming months that will help generate passive income for me, and empower my listeners. Thanks Raven!”

L.J. Jackson, MS, PPS, CMC | Executive Producer | Empowerment Expert

<http://personalpowerwithin.com>



“Raven’s strategies and techniques created thousands of dollars in value to my interview business!”

“I never considered interviewing before or understood the value of what radio and interviewing could do for my business growth until I enrolled in Raven’s mentorship radio and interview program. Raven’s interview secrets provided me with strategies and techniques that have created virtually thousands of dollars in value to my interview business while providing my clients with valuable marketing tools. I am thankful to Raven for sharing these secrets.”

Joe Louis Burroughs | Master Interviewer | Executive Producer

<http://investinginyourtalk247.com>



“Raven helped me identify my purpose and use the power of my voice to create my brand.”

“Randomly surfing the Internet I came across Raven Blair Glover and saw that she had interviewed some of the world’s leading luminaries. I first contacted Raven to be a guest on her show. Before I knew it I was signed up to do my own show. Raven became my business mentor and coach and UKandu radio was born. Raven has helped me identify my purpose and use the power of my voice to create my brand. The reputation Raven has built for herself and the Amazing Women of Power Network has and continues to open doors of opportunity. Raven models the success principles she teaches. Raven is challenging and comforting at the same time and has a wonderful way of holding me accountable. When I say I can’t, she laughs and says, “but you are the you can do (UKandu) coach!”

Nanci Adair | Executive Producer UKandu Radio

<http://www.nanciadair.com>



“I learned how to structure my show for maximum impact and profits!”

“All I can say is WOW! Raven Blair Glover put power behind giving me a strong foundation to build and monetize my show. These great tips included how to structure my advertising package, convert interviews into cash and provide a transformation for my listeners. One of the most important things I learned is how to structure the show for maximum impact to insert ads and sponsorships in the right places in order to generate revenue profits. I highly recommend Raven for anyone looking to start or earn money with their radio show.”

Cathy E. Smith Chief Social Media | Online Marketing Strategist

<http://www.cathyesmith.com>



“I now have an award winning Radio show!”

“Through Raven’s mentorship I have an awesome platform to reach a wider market. She’s helped me understand the value of interviewing and the importance of how to use the power of my voice. I have the confidence to not only ask for interviews, but the structure on how to make it effective and get results. Raven has taught me so much about how to use my interviews to increase my listener base. I now have an award winning radio show as well as a coaching business. I know exactly how to leverage my show, becoming a published author, motivational speaker and columnist in an International magazine. I recently had a big interview with Jack Canfield. I called Raven a few hours before the interview and she told me exactly what to do. It was so fantastic; he even gave me an awesome testimonial!

I have learned so much from completing the Talk2Cash radio show training. I would have taken longer to achieve all of this if I had not taken the Talk2Cash training. So if you are wondering whether to invest in one of Raven’s programs, just do it. You’ll be so very glad you did!”

Lorena (Rena) Douglas | Executive Producer | Destiny Driven Radio
<http://www.destinydriveradio.com>



Talk Show Magic

How to Be an Irresistible Talk Show Host, Gain Massive Exposure, and Interview the Celebrities
You've Always Dreamt Of

Raven Blair Glover

All Rights Reserved

Copyright© 2016 Raven Blair Glover

First Edition

ISBN: 978-1-5136-1217-1

No part of this publication may be reproduced or transmitted in any form or by any means,
including informational storage and retrieval systems, without permission in writing from the
copyright holder, except for brief quotations in a review.

Published by Raven International Media Productions

Printed in the United States of America

Contents

Dedication	1
Acknowledgements.....	2
Introduction	3
Chapter 1:.....	6
Turning a Talk Show Dream into Reality	6
Chapter 2.....	10
From Fun Hobby to Profitable Business.....	10
Chapter 3:.....	13
Talk Showpreneur Magic.....	13
Chapter 4:.....	22
Interview Magic Create Your Talk Show and Gain Massive Exposure	22
Chapter 5:.....	26
How to Identify Your Target Market	26
Chapter 6:.....	29
The Triple Threat Interviewpreneur Formula	29
Chapter 7:.....	34
Talk Show Branding Magic	34
Chapter 8:.....	37
Monetize Your Interview Show.....	37
Chapter 9:.....	40
Tips and Strategies to Make Your Interviews Great!	40
Chapter 10:.....	48
Interviewpreneur Magic: Making Money with your Interviews	48
Chapter 11:.....	53
Wrapping It Up	53
Resources	54
About the Author	63

Dedication

To those who aspire to unleash their message and the magic within using the power of their voice.

This book is dedicated to my adorable loving husband, Khaliq, for his undeniable support and for the belief he's always has in me even during those times I sometimes doubt myself. I so appreciate you for always being there, believing, and encouraging me all the way to the finish line. Also thank you for creating this awesome cover for the book. The fact that you took time out your very busy schedule to create and design Talk Show Magic cover is proof of your love and support that you show all the time. Khaliq - I love you deeply!

I would also like to dedicate this book to some very dear family members as well as mentors and business associates who also have supported me along my talk show journey.

First to my parents starting with my mom, Emily Blair, who is gone but not forgotten. It was she that inspired me to take bold steps and to trust and believe. My dad, Lloyd Blair, who is also gone but not forgotten, for always instilling in me the importance of doing your best and giving excellent customer service even on the days or times you may not feel like it. Thank you for teaching me that my customers deserved the best of me, not some time, but all the time. Hearing his voice in my head has led me to being a better mentor and to retain my clients for a 4-year average -- a fact that I am so proud of. My parents are no longer here but I choose to believe they are in heaven smiling at this moment. I've felt their presence along the way. I love and miss you both so much and I am grateful for the love you gave me as well as the life lessons and for the memories you left behind.

Acknowledgements

To my sister, Tracey, and my son, Blair, for always encouraging me and supporting me in any way you can. My daughter, Jaemi, for all the hard work you put in to help keep my radio station, Amazing Women of Power, going smoothly so I can have the time to work on this book and other important projects. Thank you so much I am so proud of you. My grandson, Christian, who is always quick to say you can do anything mama and he says it with such belief in me. Thanks, Christian, that has always meant so much to me. To Parish for your wisdom and motivation staying aligned with my true vision.

Thank you to my awesome assistant, Peggy Knudson, for always being there to help me even when her plate is full with all her other clients. She always treats me like I and my projects matter.

To my dear friend Diana Nightingale who I adore because of her unbelievable caring, giving and heartfelt spirit. Thank you for always keeping it real with me and for encouraging and supporting me through the years.

Lisa Kitter for being there as a mentor and close friend before and throughout my radio journey. Especially during those tough days of struggling, and for helping develop a strong mindset and understanding the importance of standing tall, walking with a purpose, and to speak with authority, even during the most challenging times.

To the two greatest mentors of all time Alex Mandossian and Lisa Sasevich. I thank you, Alex, because of your words and teachings that have led me through this journey to becoming a talk show host. For over ten years you've been a strong force in my business dream. Lisa, for the past years you too have given me so much direction, strategies, and insights. Your teachings and formulas that I've applied to my business have helped in not only this book, but in the overall growth of my business.

Lastly to my Amazing Women of Power radio hosts, my Talk2Cash Mastermind, and to my fans and listeners for tuning in to my shows, attending my talk show events both virtual and live. It's because of you that I'm allowed to live my passion everyday sharing my insider secrets to the world on how to really interview the best and not to question it. Just go for it and trust the right people will say yes. Be the authentic you and unleash the talk show magic within...let it go and let it flow!

To all of you... Love, hugs and huge thanks for being in my life.

Introduction

*“Unleash the power of your voice and let your message be heard!
It's YOUR TIME TO SHINE”
~Raven Blair Glover ~*

Have you ever paid attention to any of the world's great talk show hosts or interviewers and wondered what makes them irresistible? People like Oprah Winfrey, Charlie Rose, Wendy Williams, Larry King, Barbara Walters, Lisa Ling, Ellen DeGeneres -- just to name a few. What is it that makes audiences sit up and listen when they speak? What do they do to help us understand a story from an angle we may not have considered before? They have that "IT" factor -- or what I call Talk Show Magic.

Their recipe for success is a combination of an attractive personality, great listening skills, authenticity, a clear vision of what their audience's pain and joy are, and what they are hungry to learn more about. This where the magic begins. As a talk show host and personality, this is a big part of what I have been learning, teaching, and implementing, as a host of my own radio, web, TV, and most recently, live stream shows for the past 10 years.

Much of what makes these people great at being a talk show host is their ability to connect with their audience. Each one of these professional interviewers mentioned has been able to create a style all their own over time.

Technology has made it easy for everyday people like you and I to create our own talk shows, whether we are talking about podcasting, online radio, YouTube video interviews, or even Periscope and Facebook Live. We no longer have to wait to be called by the big TV or radio executives to get our message to an audience. We don't need to have big budgets and expensive equipment to make our ideas valid.

Furthermore, we don't need an FCC license... how cool is that! We can literally use technology that is on our phones, laptops, or tablets and create our own talk show within minutes, from our home studio or right from our kitchen table without breaking the bank! I launched my first live show Women Power Talk Radio from my kitchen table using no special or expensive equipment; just a "free" conference call line... and you can too!

This book is not only for those who already have a show; it's also for the coach, speaker, entrepreneur or even hobbyists who want to use the power of her voice to share her heartfelt message not just locally, but also globally. This is for those who want to know the insider secrets, tips, and proven strategies on how to turn their talk show or interviews into a profitable business venture. Moreover, this book is for people who are ready to create the life of their dreams.

Talk show dreams to reality...

Unlike many of the famous talk show rock stars we know and love, I didn't start off at a fancy TV or radio station. Neither was I trained in media and communications at a university. I didn't have a dynamic "radio voice" and I definitely did not have the money to buy fancy equipment to make an at-home recording studio in the spare bedroom. By the time I reached the age of 55, I had been in and out of dead end jobs and relationships for much of my adult life. I was only making about \$200 a week after working only ten hours. By most standards, I was completely unqualified to be the host of any talk show. However, life's circumstances would steer me in a different direction to find my big WHY.

I created my first talk show in a hospital at my mother's bedside. While mother slept through the night in the ICU of Methodist hospital in Houston, Texas I borrowed the hospital computers and stayed up all night listening to audios to strengthen my mindset. Google became my best friend during those long nights. I researched how to do a show, how to interview, and the best way to make a show happen with no money, no website, no experience and no real contacts outside my personal circle of friends.

My big WHY was wanting to take care of my mother who had worked so hard to take care of me throughout my entire life. Now that she was older and the tables were turned, I wanted her to know that she wouldn't have to worry about anything other than getting better. Being able to do so required that I undergo a deep mindset shift that prioritized not only my mom's care, but would challenge me to be the woman I had lost some years ago. I had a deep need to do something that would not just make my mother proud, but make me proud of myself. I wanted to hold my head up high when I looked at my reflection in the mirror. It was high time for me to learn how to take care of myself and quit depending on others to get through life.

Perhaps you can relate to some part of my story. Every woman and man has had a point where you have to say, "Enough is enough!" Are you tired of wasting away at a job where you feel like your contributions are unappreciated? Are you nearing the end of your career -- either by force

or by choice -- and are frantically planning your next steps? Perhaps you have loved ones who are looking to you to help them make it through their next stage in life. This could be an aging parent, or maybe even a grandchild. I want to show you how I was able to take my need to inspire other boomer women as well as those who are going through career transitions to build a life they can be proud of. There are so many reasons why this book will not only inspire you to become the person you have always known you could be, but it will also give you the tools necessary to make creating your own successful talk show a reality.

Chapter I:

Turning a Talk Show Dream into Reality

“Whatever the mind can conceive and believe, it can achieve”

~ Napoleon Hill ~

Every day on the news you hear of people starting big companies with nothing more than an idea and maybe even some backup investment. They may have had people in their family who were entrepreneurs or went to school with entrepreneurial thinking friends. It seems like they were destined for success.

My business journey has been a little bit different. It all started at the ripe age of 55, sitting by my mother’s bedside in the hospital. She had been in the hospital for about 6 months in the intensive care unit. I sat and watched her connected to loud machines, wires, and tubes. I watched her sleep peacefully and wondered, “God, is she going to make it? Am I going to be able to take her home with me or is she ready to be with the Lord?”

It hurt to watch the woman who had loved and nurtured me throughout my own life lay so helpless and in need of attention. I wondered if she had accomplished all the big dreams she had as a little girl. Was she satisfied with the life she built, or did she feel like she had settled? Were there places she had always wanted to see, but instead decided to focus on taking care of her family?

As the late nights turned into weeks and months, I couldn’t help but to turn the tables on myself and ask the same questions. What were my own hopes and dreams as a young girl? Had I accomplished anything that would make me proud? Was I living my life to the fullest, or was I wasting time hoping to be rescued by a knight in shining armor? One thing I did know was that if my mother was going to make it out of the hospital alive, she was going to need for me to be the loving, nurturing force that walks her through her golden years. The only problem was that I just wasn’t equipped to do the job.

At 55 years young, I realized that I had a string of failed relationships and a small part-time job. To be honest, I was not able to take care of myself, let alone my sick mother. If God allowed my

mother to leave the hospital and come home, I would have to grow up. I would have to find the strength to get myself together and finally bring home more money than just \$200 a week. But how would I make that happen after so many years of depending on others to take care of me?

This realization that I was deeply dissatisfied with how my life was turning out scared me half to death. What happened to the feisty young woman that knew she was put on this earth to be of good use to the world? Where was that MAGIC that developed in my body every time I saw the DJ mix and scratch at the local radio station? What had I allowed to happen to my life?

After digging for answers and wallowing in my own pity party, I decided that enough was enough! It was time for me to stand in my own strength and begin to give back to the world rather than continue to take from others. But where would I begin? I didn't feel like I had any special talents. I had no real connections with any important people. I had never written a book. No one was knocking down my door to write about me in their magazine. What I did have was experience in sales. Then I remembered some valuable information I had taken from a course from Alex Mandossian, founder of Teleseminar Secrets and new media influencer. He talked about interviewing experts as a viable strategy to position business owners as an industry expert. I thought to myself, "YES! I had been paid to talk on the phone as a telemarketer for years!

Certainly I could connect with experts on the phone." It seemed easy enough. Suddenly I was sitting up a little bit taller.

I made a decision that day to reach out and empower women who found themselves in similar life situations. These were baby boomer women, ages 40, 50, 60 and over who woke up one day and realized that they still had work to do. These were women who had raised families, took care of their children as well as their husbands. Somehow along the way, their hopes and dreams for their own lives had been pushed to the side. Everything in my body said that this was the exact group of people I had been born to serve! I wanted to be the voice for the women who were tired of putting themselves last, and FINALLY were ready to step up and put themselves into the driver's seat of their own lives. I had decided it was time for me to go out there and start doing interviews with other boomer women who were top experts in their field.

My big vision was to create a radio show where I would interview extraordinary women to share their successes and the steps they took to make it to the top. I wanted my listening audience to know that settling was no longer an option.

They no longer had to sit on the sidelines of life and wonder if they had missed their chance. Now was as good a time as any to get started. I wanted the women to know that it really was possible to create magic in their lives again. That was the day I created Women Power Talk Radio right there in the hospital sitting next to my mom.

I got permission from the hospital nurses to use the staff computer after everyone else had gone home for the night. I hopped on to the internet and started researching how to start a radio show from home. I devoured every single tool and article I found that pointed me in the right direction. It was exactly what I needed to shake up my mindset.

My former husband and I were into network marketing at the time. We were able to connect with some powerful seminar leaders and trainers who were at the very top of their field. The only problem was that even though the overwhelming majority of network marketers were women, the top sales professionals and trainers were usually men. That was when I created my second radio show, Mentoring from MLM Divas Live. I encouraged those women who were at the top of their game to come forward with their tips, tricks, and secrets to success. It was vital that they share their information for the benefit of other women who were starved for female role models in leadership positions.

The idea for my third radio show happened in the spring of 2007 after I got a call from Greg Norman, founder of Universal 7 Network on 1320 WARL AM radio. He was impressed with my interview with Jayne Kennedy, the Halle Berry of the 1970's, on Women Power Talk Radio. He expressed interest in moving my show to his station. However, after we connected, I got an even bigger vision for what I was going to create next.

America had started to head into one of the worst recession periods since the Great Depression. People lost their jobs via massive layoffs and watched what they thought were secure positions be shipped overseas. As a result, they were left with more questions than answers on how they were going to continue to pay for the basics of daily life. Boomer women and men were feeling out of place on their jobs, leaving them wondering if there were any other choices to help them make a living -- or was this all that was left for them in this stage in life.

That was when I decided that the listeners at WARL would benefit from knowing that they still had choices left in life. After all, I had been in that same position just a few years earlier. I wanted people to know that it was possible for them to come back from an unsatisfying career

and start again. I began to think about how powerful it would be for them to begin to build a plan while some still had a job so that when the inevitable happened, they would already have a plan “B” ready to go. I wanted to create a weekly radio show that would give them a step by step plan to reach their next stage in life. I was ready to introduce them to the greatest business experts, gurus, and motivators from all over the world including Jack Canfield, Les Brown, Diana Nightingale, Dr. Joe Vitale, Lisa Nichols, actresses, Lindsay Wagner and Fran Drescher, Mark Victor Hansen, Ali Brown, Michael Senoff, and so many others.

The interviews would serve as a way to mentor boomer women and men through the creation, launch, and marketing of a successful business built right from the comfort of their own home. Listeners would learn of new business opportunities as well as work from home jobs. They could learn how to take their passions and hobbies and turn them into viable income to not only sustain their families, but build a legacy for the future -- right from their own kitchen table. That was exactly how Careers from the Kitchen Table was born.

As we move through the next few chapters, I want you to remember that I started with nothing but a borrowed computer from the hospital staff where my mother was being taken care of, and my desire to change lives through interviewing. Rather than look down at where you are starting from, start thinking positively about what you do have.

What talents can you draw from?

Who are the people who can mentor you or offer you support on your journey to your next success?

Chapter 2

From Fun Hobby to Profitable Business

"We can only do what we think we can do. We can be only what we think we can be. We can have only what we think we can have. What we do, what we are, what we have, all depends on what we think."

~ Robert Collier ~

It used to be that if you wanted a radio or even a TV show, you had to be "somebody." You could go through local AM and FM stations or even your local television stations and work your way up to a starring role as a host of your own show. If you had your sights on fame and fortune, you may have left everything that was comfortable to try for a shot in Hollywood as a movie extra. People would often work for many years to get their big break as an extra in a commercial or maybe even a feature film. However very few actually make it to the top where they are offered an opportunity to host their own big time radio or TV show. The internet has completely changed that dynamic.

Internet technology makes it easier for regular people like you and I to take an idea and run with it. It would have been almost unheard of for me to do what I had done back at my mother's bedside in the hospital even as early as the beginning of the 21st century. Starting a radio show would have been too expensive and there would have been too much red tape to cut through to prove that I had the chops to do it.

However, through just a few hours of internet research, I was able to find the information I needed to figure out not only how to do it, but to also create an income while doing so.

Internet radio was developed in the early 1990's for informational as well as entertainment purposes. It was a great technological advancement to share information around the world on demand, however many found that it was still too cumbersome to be useful. In order to listen to a show, listeners had to download one file at a time.

Nowadays we have streaming internet radio. It is very similar to your terrestrial radio stations in that the station managers would schedule to air a show during a certain time of day. The downfall was that once it was aired, there was no listening to it again unless you found someone to record it for you.

On the flip side, streaming internet radio had the power to record shows and turn them into files that could be downloaded and shared with anyone who had the link. Listeners were able to download these files and listen to them at their leisure. Internet technology presented several opportunities for the entrepreneurially minded. The gatekeepers were gone! No longer did you have to go through the red tape to get a local, national, or even international show on the air. If you had a passion that you felt was worthy of its own stage, it didn't take much for you to create your own talk show.

Content creation evolved beyond just internet radio. Shortly after streaming radio began to become more accessible to the masses, pre-recorded video also became a viable way to share your message. Video cameras became more affordable to people who wanted record their family memories. Next, video cameras came connected to computers.

Shortly after that, we learned that we could record audio and video only using our cell phones. It would only be a matter of time before people started using it to create businesses as well. YouTube became available on the internet in 2005 making it possible for people to share their videos with their neighbors, as well as with people on the other side of the world.

Now we have live streaming video and audio. And it's sizzling hot! The world no longer has to wait for perfectly edited pre-recorded audio and video to find out what is going on in the world. People can now record anything from a graduation ceremony, to protests, to on-the-spot training with experts right from their phone, tablet, or computer and live stream to anyone who was interested. Tools like Google Hangout, Periscope, and Blab make it easier for anyone to draw and hold an audience.

All of these benefits of internet technology have brought forth the rise of the Talk Showpreneur!

What is a Talk Showpreneur?

A Talk Showpreneur is someone who has the mindset of an entrepreneur and no longer wants a hobby but a profitable, sustainable business surrounding their talk show. Their intentions are to market their show in a way that it will attract clients, sponsors, advertisers and guests who are willing to invest in products and services as a way to promote their business. A Talk Showpreneur has a clear and defined blue-print on how they will make money. Either directly or indirectly from their show. They are confident the value of their show packages and offers are more than ready to “ask for the money!”

Interviewing experts positions me as an authority. Interviewing people like Jack Canfield, Russell Simmons, and Les Brown catapults my influence into another realm.

People want to be connected with other influencers and I have been able to create real income offering experts an opportunity to be connected to these same people.

Interviewing experts on a regular basis separates me from the hobbyists. While it is wonderful that internet technology has made the opportunity to create content available to anyone with a computer and an internet connection, there are more people who want to use it for fun and games than there are those who want to build a real business.

This means that there are plenty of opportunities for you to professionalize what you are doing and take your ideas as far as your own imagination will allow.

Interviewing experts allows me to connect with corporations and individuals for sponsorship opportunities, conversations with investors, and other lucrative projects. If you learn how to build an audience for whatever it is you do, there will always be other companies, large and small, who will want a piece of that audience. Nurturing those connections can prove to be lucrative for you.

Chapter 3:

Talk Showpreneur Magic

“Champions aren’t made in gyms, champions are made from something that they have deep, deep inside of them, a burning desire, a lofty dream and unstoppable vision. They have to have the skill and they have to have the will. But the will must be far stronger than the skill.”

~ Muhammad Ali ~

Many people start interviewing as a hobby. Perhaps you are a podcaster, YouTuber, or have adopted using a live streaming technology like Blab or Periscope to start connecting with others who are passionate about the same hobby. It presented itself as a great opportunity for you to create content that people would learn from and share with others. However, over time you realize that interviewing people does require some investment on your part.

Interviewing requires a significant amount of time to research interviewees, send out invitations, schedule them on your calendar. Then you have to do the interview and clean it up for your listening audience.

This can involve editing audio and/or video which may cost you some money. You may have invested in special equipment to achieve the best sounding and best looking audio and video. After a while, your need to earn a paycheck takes priority over your show. It’s not that you didn’t like interviewing; the problem was just that you didn’t start with a plan to make your show profitable. This difference requires a change in mindset for most hobby interviewers.

What kind of life do you want?

It is important to start interviewing with a vision for what it is you want to achieve. Do you want to make lots of money? If so, how much? What kind of lifestyle do you want to lead? Are you satisfied with the freedom of working from home or do you prefer taking your talk show on the road to exotic locations around the world? Do you envision connecting your show to a certain cause or organization that is doing good in the world? You are the captain of your own ship. You are the only one who gets to say how far in life you get to go. You also get to decide how you live this life.

Change in mindset

You deserve success. It is this simple mindset shift that separates successful people from those who continue to struggle. When you know you deserve success in the way that you define it, it has no choice but to come to you. Why? Your actions will become that of a person who knows deep down in their soul that they were put here on planet earth for a reason. As a result, a person with a success mindset will not waste time with thoughts that are not in alignment with success.

Think about the people in your life that have influenced your mind set up until now. It could be your parents, siblings, grandparents, teachers, friends at school, the media, etc. You have had so many other powerful influences over you from the time that you were born that you may be feeling like you don't have control over your own life. While it may feel that way, it is far from the truth.

If you want to see a different result in your life, be it in your health and wellness, your finances, your relationships, or the state of your business, you have to deprogram yourself from all of the junk you've been fed by people who probably meant well, but left you with a lasting impression of yourself as the person you see in the mirror today. It is up to you to start changing your own mindset and your feelings about what is true about you.

Let's start examining the people and systems that may be holding you back from your destiny.

Family members

If you grew up in a loving home with parents who only wanted the best for you, then you are lucky. However, even those who came from otherwise happy homes tend to define our childhood by what we don't have, rather than what we do. Perhaps you have a parent who was unavailable either because they were working, had chosen to not take part in your life, or maybe even were absent through death. This has a huge effect on our self-esteem and how we carry ourselves in the world.

Culture and societal upbringing. Every country has a culture that can be broken down into many other cultures dependent upon race, religion, location, age, abilities, etc. It may feel like if you were born one way then there is a script that tells others how they should interact with you. However, that script is not real. When you decide that you are destined for success, you have to learn how to get rid of the script and move forth living the truth of who and what you are, and not by what is written in the imaginary script.

School and education

Outside of your parents, schooling can have a long lasting effect on your self-esteem and who you choose to become. Whether you were the smart kid, or the kid who had learning challenges, there seems to be this pre-written destiny that you learned to accept without argument.

This may show up in the amount of money you make as an adult -- or lack thereof. Are you in a career that you love, or did you choose a career based on societal pressure to be something your parents thought was a sign of success? Or maybe you were never expected to succeed in life and have settled for a career and life path that is less than what you desire. All of these thoughts have a profound influence on your business success.

Your spiritual beliefs

Religion and spirituality are deeply rooted in our quest to find meaning in everyday life.

As children, we are often fed messages that put us in a pre-designed box that forms our values. However, as we grow into adults, that box often becomes less comfortable and we develop new spiritual beliefs that may be different from that of our parents. This also has a deep influence on our success.

These are just a few examples of the people and systems that can leave us living lives that are often unfulfilling and leave us wanting more for our lives. It is important that you understand that the feeling of wanting more is not only normal, but it should be celebrated! You are awakening into knowledge of yourself and your desire to be and do more. This is a very exciting place for you to be in.

Unlimited Possibilities and Opportunities

I discussed earlier how technology has made this an opportune time for you to venture out as a talk showpreneur. You can quite literally begin your show with a phone, laptop, or tablet that is connected to the internet. Let's go a little more in-depth into what kinds of media are available to help you get started.

Podcasts

A podcast is a digital audio file that is available online. It can be downloaded on a computer, phone, or tablet to be listened to locally. Podcasts also have the ability to be distributed worldwide via podcast radio channels like iTunes.

Systems like iTunes make your podcast available to literally millions of people all over the world. The equipment required to record a podcast can be as simple as a recorded conversation via telephone. It can also involve using tools on your laptop to record a conversation. Many people use Skype, a free phone service that can be used to make calls to your neighbors as well as people around the world. You can use other moderately priced add-on tools to record your conversations (Ecamm for Mac, Pamela for Windows).

Pre-Recorded Video

YouTube is a great tool to help you distribute your pre-recorded video to millions of viewers around the world. All you need is a video camera and a decent microphone to get started. You can record an interview with someone who is live and in-person standing next to you. You may also use a free tool like Google Hangout to record the video if your interviewee is in another location.

Live Streaming

The year 2015 marked the year that live streaming became a strong force in the social media world. People are using it to not only do interviews, but as a permanent part of their money making business strategy. Some of the most popular tools as of this writing include Periscope, Facebook Live, and Blab. Periscope and Facebook Live are often used to broadcast solo in real time.

However, if you have a person with you, it is possible to bring another person onto a live broadcast. Blab allows you to have up to 4 people online talking live while hundreds of other people can be chatting on the sidelines. What live streaming tool is best for you completely depends upon your business, where your customers are, and what feels most natural for you.

One of the greatest opportunities with any of the methods of recording your interviews is the opportunity to repurpose your content -- or in the language of media, syndicate your show to other platforms. A podcast or live stream can be uploaded to YouTube to be distributed to even wider groups of people. You can share your links to your interviews with your email lists, on social media sharing sites, or even as content on other people's blogs and websites. All of this gives you an opportunity to grow your audience to a level that you could never repeat if you were to leave it in one space.

Benefits of Interviewing for Your Business

Interviewing people on your podcast, live stream, or recorded video show is a great a great way to share information with people as well as to entertain. Political candidates, like McCain and Obama, used podcasts during the 2008 US presidential campaign because they realized that Americans were constantly on the go and may not have the time to watch TV.

However, they were able to download information to their iPod to listen to at their convenience. Podcasts and other kinds of interview distribution tools have only grown since then.

According to the Washington Post, President Obama had begun to do more interviews via online-only outlets in 2015 than he had ever done via traditional interviews and media outlets throughout his entire presidency. What does this mean for you and your business? If the President of the United States can find extreme value in using the internet to share his message, why would it not work for you as well?

Interviewing can also be a great tool for marketing your business. You can record audio and or video, the choice is yours.

Your show can be anything from you giving a five-minute tip to doing an hour long interview with an industry leader. Many interviews tend to go for 20 to 30 minutes in length because that is the length of the average commute. You may find that many of your listeners may tune in during times when they have extended periods of unoccupied time. That can be in the car during their morning and evening commute. However, it can also be while doing household chores or doing exercise.

Here are some benefits your business can experience through the implementation of interviewing as part of your business marketing strategy:

Popularity in your industry

As the audience for your interview show begins to grow, they will continue to come back to listen to your next episode.

Your business credibility and trust builds quickly with potential customers when they can see you and/or listen to your voice on a regular basis. Your listeners will inevitably begin to envision you as synonymous with your field of interest.

Increased traffic to your website

The more users that tune into your interviews, the greater the number of people you will get who will want to view your website and see what you have to offer them.

Edge out the competition

While using internet technology to share your interviews is popular today, most business owners are still not taking full advantage of it to market their businesses. When you decide to fully commit to making your interviews a full-fledged part of your business and not just a hobby, you will find that you will rise above your competitors easily. Clients and customers will remember you far more often when they need a product or service in your field than they will any of your competitors.

Promote and advertise your business globally

The quickest way to advertise your products is via an interview. Simply record an interview that references your product and/or service. Think about how quickly your interview will spread to those who have subscribed to your podcast, YouTube show, or live stream. Using tools like Fiverr or any other online competitive marketplace, you will find that you can easily have someone create a commercial about any of your products or services to be broadcast during your interview. In the commercial, send the listeners back to your website to purchase your book, coaching, workshops, or even hire you to come speak for their organization from all over the world. How exciting is that?

Attract customers and clients

It is important to find a specific niche to serve just as I had done working with boomer women. It is possible for people to find your interviews on the internet and become interested in your product or service without you ever mentioning it.

Next, they will subscribe to your email list and buy your product or service because they will see you as an expert in your field.

Retain your current customers. You will also retain current clients because they will know they have a place to visit to find updates on your new products or services and tips on how to use your services. They will be lifelong customers because they can visit your online space where you house your interviews and find information they need to solve a problem. They may also be able to download these interviews and add them to their success library.

Generate additional streams of income Obtain advertisers or sponsors for your interview show. You may have current clients who would pay you to place their advertisement on your show. Why? Because they may be trying to reach the same target market as you are. Your current suppliers may also wish to purchase advertising.

Become easy to find in Google. Doing interviews provides Google and other search engines like YouTube with fresh content on a regular basis. Not only is it great to have certain keywords from your industry listed in your interview descriptions, it is also important to have your name connected to other influencers who can help move you up higher in search engine rankings.

There are so many marketing tools and strategies available to us as business owners today. Producing your own interview show should definitely be one of them. It's one of the best ways to give internet users a different medium while making their experience a more interactive one. In addition, there has never been a better time to leverage the influence of celebrities as well as leaders in your industry. Social media, i.e., Twitter, Facebook, LinkedIn, Snapchat, Pinterest, and Instagram have become an excellent way for you to connect with these leaders and ask for the interview.

Tapping into Your Passion

If you haven't already started your own interview show, launching your show doesn't have to be a frightening experience for you. Remember: we're not talking about recording a live radio show broadcasted on your favorite television or radio station. We are talking about a medium that thrives on imperfection.

The biggest challenge when starting your own interview show is thinking you have to get it perfect. Just get out there and do it! Don't wait until you have all the answers because you're never going to have all the answers. I think a lot of people don't reach their true destiny in their business because they are so worried about trying to get it perfect along the way. They're scared to get to the next step because they don't have the current step perfect. Discover your true passion or purpose. Take some time to ask yourself a few of the questions I pondered when I decided to make interviewing people my business.

 What makes you so happy and excited that you want to jump out of bed in the morning?

 What type of people do you want to interview?

-  Do you want to monetize your show?
-  How much money do you want to make?
-  What lit you up as a child?
-  What message or cause do you have a burning desire to share?
-  What have you always wanted to do?
-  What is your real reason for doing this?

Knowing the answer to these questions is the beginning process for creating your very own interview show. This is very important because making the commitment to do an interview show can easily fall second to the pressures of life.

You need to know your big WHY

When I started creating my show, I knew I wanted to reach women like myself -- women over forty, the baby boomers, and even older. I knew it was important for me to assist women who felt like I did. My parents always wanted the best for me but my upbringing was very strict. Having goals or dreams wasn't always encouraged. Little did I know that the strict way I was raised would become the culprit for my life obstacles!

As I became an adult, I grew accustomed to settling for what I had in life. I began to believe that whatever I had was exactly what I deserved...and nothing more. But somehow I often found myself wondering, why not me? Why can't I have more? I began to read books like **Think and Grow Rich** by Napoleon Hill, **The Game of Life and How to Play It** by Florence Scovel Shinn, and **Unstoppable** by Cynthia Kersey. I really enjoyed the inspirational stories Cynthia told of people who at one time had very little in life.

These were people who became best-selling authors, extraordinary athletes, and highly successful business owners because of their strong will and determination.

I began to buy more books and soon created my own at-home success library. I added CDs and DVDs containing incredible stories that inspired me. I attended seminars to learn from famous

luminaries from all over the world, and I began to have hope again. I started dreaming again. It felt absolutely wonderful!

You must know and understand your purpose and exactly what your message is. It's important to have a clear vision of the type of show you want to produce and the market you want to reach.

In the next chapter, we will get into the HOW of creating your own interview show series! That's when the real talk show magic begins.

Chapter 4:

Interview Magic

Create Your Talk Show and Gain Massive Exposure

“You can be whatever you want to be. There is inside of you all of the potential to be whatever you want to be. All of the energy to do whatever you want to do. Imagine yourself as you would like to be doing what you want to do and then each day take one step toward your dream. And though at times it may seem TOO difficult to continue, hold on to your dream.

One morning you are going to wake to find that you are the person you dreamed of and that you are truly doing what you want to do. Yes, for you your vision has become true simply because you had the courage to believe in your potential and the strength, despite your challenge, to hold on to your dream.”

~ Donna Levine ~

Now that you have taken some time to dig into upgrading your mindset, given some thought to the unlimited possibilities that exist in doing your own interview show, as well as nailing your WHY, you can now start to get into the nuts and bolts of how to make your interview show a reality.

There are 5 popular talk show platforms that you can choose to use for your own talk show. You can feel free to use one format a majority of the time, and use others on a special occasion.

1. Panel

A panel of experts can make for an interesting show format. You may have seen this with classic television talk show hosts like Oprah Winfrey, Donahue, or even Sally Jesse Raphael (remember her?). There is often one topic and several people are brought on stage to discuss their viewpoint. You, the talk show host, serve as a moderator. If it is a live event, you may have questions from your audience to bring in a fresh perspective. You can also use live streaming tools like Blab that will allow you to bring up to 3 other people besides yourself to discuss a topic. Your audience is made up of people in the chat room.

2. The solo or monologue show

As an expert, you probably have a ton of questions that your followers ask you all the time. You can turn those questions into riveting content for your talk show. If you are doing a pre-recorded show, you can certainly sit on camera and talk (or sit and record your audio if you are doing a podcast). You can also choose to create a slideshow presentation and record your computer screen while you narrate. A great tool you can use for this is Screencast-O-Matic. Periscope is a great tool for you to talk intimately with your followers and get immediate feedback on your content. Blab can also be a great place for you to create real time demonstrations and trainings tailored for your audience.

3. The 1-on-1 interview

This is the kind of interview show that is most popular. This is simply you and your guest recording either audio or video. There are several ways you can make the 1-on-1 interview work for you. The first is to do an interview where you and your guests are in the same location. They can join you either in your home studio or on location at a special event. It is also very easy to interview anyone with an internet connection.

Skype offers a convenient way for you to record your interviews using a simple add-on app. Windows users can record their interviews using Pamela for Skype. Mac users can record their interviews with Ecamm. Sometimes internet technology does not cooperate with us, even when we prepare for the worst. In times like these, you can use a free conference call line and record your interviews in that manner.

4. The Tonight Show format

Who can forget the original host of The Tonight Show, Johnny Carson? Celebrity entertainment is the key here with lots of variety including games, cooking, funny interviews with live people in or outside the studio. Jay Leno, David Letterman, Arsenio Hall are all memorable talk show hosts that you can research on YouTube to learn more about their style.

5. Morning zoo show format

If you like Howard Stern, The View, The Tom Joyner Show, The Talk, The Steve Harvey Morning Show, etc. then the morning zoo show format may be for you. This format has several co-hosts sharing their insights on the news of the day mixed with lots of laughter and jokes designed to intrigue, inform, and entertain the audience.

It's important to figure out what show format will work best for your business and your personality. Take some time to watch other shows and see which ones feel natural for you. You can perhaps even start getting spots on other people's shows so that you can get a feel for what it would be like to do it yourself.

7 Fast Action Steps for Planning Your Interview Show

Now that you have some of the basics of talk show formats down, you can now start to get into planning the details of your show. Here are your seven steps for planning your interview show.

1. State your message and identify your target market. Start with your message. What is it that you are here to share with the world? How far do you want to take this message? Locally, state to state, or global? Next, identify who your target market is. You may already have your own business, so you know what your message is and who your market includes.
2. Do your homework. In other words, do your research. I knew I wanted to go out and reach women like me, the boomer women. So, I listened to other shows that had the same or similar message. I listened to them. I learned from them. I learned what I liked, and didn't like. Take great notes and start to envision what you want your show to look like.
3. Choose your show name and begin to create your own format. How long will your show be and how often will you do it? Is this a solo show, or will you interview experts? What will your show be about? Is it going to be the same audience as your business, or is it going to be a little bit different? That's ok if it is. For example, you may be a general real estate agent however your show may focus on a niche topic within the subject of buying homes. You can have a show about buying your first home. You can give insider secrets to purchasing and maintaining your first home. This is a fantastic way to attract new customers, generate leads, and build your sales funnel without you directly having to contact anyone. Remember your listeners will also find you and if they like your message they'll also share you with their family and friends. Here's another example. If you are a minister you may want to tailor your interview show to you, and not necessarily to your church. You could talk about the different charities or organizations you're passionate about. If you've written a book, you can discuss it, then promote the church as the sponsor and feed people back to the church.

4. Now it's time to begin to think about time. Figure out how long you want your show to be. Do you want a twenty-minute show, a ten-minute show where you give quick tips, or do you want to do interviews and make it thirty minutes to an hour? Remember, the average commute is about 25 minutes one way. The shorter the show, the more likely you will be able to attract an audience of commuters.
5. Get your tools. What tools do you need to produce your show? Are you using a live stream app like Blab or Periscope? Will you be doing pre-recorded interviews for YouTube on location? Will you be recording audio interviews with people near and far using Skype? For most situations you are going to need a cell phone, a headset with a microphone, or a standalone microphone, recording equipment, and editing software so you can edit out all the 'ums' and 'you know'.
6. Record your first show. Once you've created your show format, then you are going to record and edit it. Make your show accessible to others. Upload your show to your website, YouTube, iTunes, or other spaces where your material will be hosted.
7. Promote, promote, promote! Time to get the word out. Share your new episode on social media. Let them know who you've interviewed. Share some of the most salient points and invite them to share it with their friends and followers.

These steps work well if you are super clear on who your target market is. But what do you do when you're NOT clear on who your target market is? No worries! In the next chapter, I will walk you through finding and defining the perfect audience for you.

Chapter 5:

How to Identify Your Target Market

“Follow your instincts. That’s where true wisdom manifests itself”

~ Oprah ~

The most important piece in creating your interview show -- beyond establishing your WHY -- is to be clear on your target market, or niche. What makes a target market or “niche?” By definition, a niche is a particular area that is in need of a product or service that isn’t being fulfilled by the mainstream market. For example, if you live in a town where there are thousands of area residents but no store for twenty miles, a big box store like a Walmart or Target will do exceptionally well. If you try to fit a big box store into the middle of a city, you’ll find that these big businesses may get less business because there are too many other options. The same is true with your interview show.

The key to finding your niche is all about bridging the gap between your customers and your business idea. No matter what you plan to offer on your interview show, you will run into obstacles if you cannot tap into a strong listener base. When you broadcast information online that customers do not need or can easily get from other shows, your show is bound to fail. Finding a niche makes your company stand out. If you find a niche that has little to no competition, you are far more likely to become a success.

But keep in mind that the lack of competition could also mean that there isn’t a market for it. Therefore, it’s extremely important that you do your market research before you entrench yourself within a particular niche, regardless of the competition level.

One of the biggest mistakes new business owners make is that they try to be Wal-Mart. I once heard from popular podcaster, Kelly McCausey, explain what that means. She said, in short, you can’t be everything to everybody and you can’t be for everyone. You need to zoom in on your target market and offer a solution to their problems and needs. They will come to you because they trust you and they feel special because you are talking to them. When they hear your podcast, they will say this is the show for me; this is MY show, because she is addressing my needs. When you try to throw in something else for another audience, it confuses your listeners and they don’t know to whom you are talking.

Other people outside your niche may find you, like what you're saying, and become a listener too! After starting my podcast, Women Power Talk, I received an email from a listener, Sarah Zeldman. She found my show through iTunes and even though my target audience was "boomer" women in their 40's and above, she was in her early thirties and loved the show! She recommended it to all her thirty something friends. So even if you focus on a target market, others will find you if what you are saying resonates with them.

When it comes to the internet, the stakes are raised. With competition located on all corners of the globe, you need to make sure your interview show is competitive. By searching for smaller segments of much larger markets, you can easily develop and promote a talk show that will serve a targeted customer base.

If you don't have a structured business, finding your target market, or a niche, can work for you as well. Make a list of your favorite hobbies or activities. No matter what the hobby, put it on the list -- sewing, computer games, reading, cooking, baking, etc. State those hobbies that you feel you are exceptionally good at. Use this list to come up with ideas for your interview show. If cooking is your favorite activity, what kind of cooking do you specialize in? Perhaps Indian food, packaging healthy lunches for kids, or even cooking for campers. There are so many ways to niche down your hobby into a specialty that people are looking for.

I think one of the things that was difficult for me at first was the fact that everybody wasn't going to listen to my show. It wasn't for everybody. My show was for women over forty. So people who were not interested in going for their dreams and visions and how they can recreate their lives after 40 weren't coming to my show. You need to zoom in and have a laser focus on.

Even though my niche was clear, I did attract some people that weren't directly in my niche. I had some great men who tuned in from time to time because they enjoyed the positive messages they could pass on to their wives and girlfriends. My point here is that there will be people who are on the outside of your direct niche who will become fans of yours. However, when you are clear of who your message is really for, those are the people who will make a majority of your following. Remember, when it comes to your talk show, people will be drawn to you because they are tuned in to WIFM -- What's in It for Me? Stick to creating content for your major audience and you will never go wrong.

Some things you may want to consider when creating content for your talk show audience:



Who you are delivering your content to?



Who will want the products and services you offer?



Who are you going to attract.

Once you zoom in on your audience, you will be able to spend your time marketing to the right people instead of wasting your time, money, and energy delivering your message to the wrong audience. Again just continue to ask yourself, “What's in it for them?”

Most people want to make some income from their show. They want to sell products and services from their show. In creating your show and thinking about the show you want, sometimes it may not be the show that you need to have. Ask yourself, “What kind of show would help meet my personal and professional goals?” There are thousands of possible ideas. As long as you have a hobby and a bit of creativity, you can turn your favorite pastime into a thriving business.

Remember to be open to trying different spins on your hobby. If you narrow your idea down and find that there are tons of competing businesses, you will need to come up with a suitable option that sticks with your interests while matching a customer's requirements.

Chapter 6:

The Triple Threat Interviewpreneur Formula

"My theory is I'm not doing anything special. The thing I've learned, from listening to a mentor of mine, Jerry Clark, if you don't A-S-K, you won't G-E-T."

~ Raven Blair Glover ~

One of the biggest mistakes people make when they start their own interview show is that they start interviewing random people with no thought as to how their guests will help them to build their audience. As an interviewpreneur, one of the secrets to my success is my **Triple Threat Interview Formula**. (Downloadable via [http://amazingwomenofpower.com/images/The TRINITY Interview Process.pdf](http://amazingwomenofpower.com/images/TheTRINITYInterviewProcess.pdf).)

It looks like this:

-  Interview top influencers in your industry on your show.
-  Get interviewed on other shows as their guest - yes let them interview you.
-  Interview your potential clients and present your offer to enroll them into your coaching programs, master minds, VIP high end programs, online courses, workshops, and live seminars/conferences. Cha-Ching, cha-Ching!!!

Most people have a hard time believing that they can even approach big time influencers to be on their show. I have been blessed to have had Alex Mandossian, Lisa Sasevich, Russell Simmons, Chili from TLC, Ali Brown, Jack Canfield, Oscar winner, Lou Gossett Jr., just a few of the people I've attracted as guests on my show. I have been able to leverage these interviews into thousands of dollars for my own business. Had I waited to "make it" as a journalist or big time TV personality, I would have never been able to take care of my mother. The reason my Triple Threat Interview Formula works is because it allows you to plan your interview activities and understanding the following:

-  How the interviews will benefit your audience?
-  How the interviews will benefit your guest?
-  How your interviews with other hosts will benefit her audience and your business?
-  How you can turn your interviews into a serious and consistent cash machine talking your way to 6-figures or more.

Read on to learn more about the 3 steps of the triple threat “trinity process.”

Step One: Interview icons, celebrities top influencers and other accomplished pros in your field.

You want to start your show by doing what I call Interviewing Up. When you interview celebrities in your field, you are able to connect your name to people whom other people have a high respect for. This will help your own credibility with your listeners and viewers to shoot through the roof. Interviewing up will also help you to boost your own confidence by getting out of your own comfort zone. When you start to mix and mingle with people who have more clout, money, and connections than you do, you start to think like a winner.

Start by making a list of as many top guests as you can imagine. They may be national or international celebrities, but they can also be people who are celebrities within their field. For example, let’s say that your show was all about meal planning for the family. One top influencer you may want to have on your show is Rachael Ray. She is probably most known as a Food Network personality but also has her own highly rated TV show, magazine, and line of kitchen products. Who wouldn’t love to hear an interview with Rachel Ray?

However, you know that securing her as a guest can take some time. So in the meantime you can invite someone that is more approachable to the show. Perhaps a well-known nutritionist, a local owner of a kitchen store who also runs cooking classes, or even a private chef!

Continue to grow your list of invited guests making sure to go after those influencers who are slightly out of reach, while also remembering to approach others who are well respected, but easier to get a hold of.

If all of this is a bit much for you to remember, just think about I.C.O.N.

I = Investigate. Do your research and find out as much about your celebrity guest as you can.

C = Connect. Build rapport with your guest by talking to them at least 10 minutes before you begin to record your talk show.

O = Own it. This is your time to shine! Take charge of the interview and be natural.

N = (Get Down to the...) Nitty Gritty.

Don't waste your guest's time and that of your audience with fluff. Get right to the point and do a great interview.

Step two: Be a guest on other people's shows

Being a guest on an influencer's show will help you to bring more people to your platform. That is why this is a great strategy to grow your business for people who are just starting out. Some of you may be thinking, "Why would anyone want to interview ME?" This is a very common concern. Remember that you are not there to brag and boast about the number of people who follow you. You are there to share your expertise. As long as you deliver on what the show is about, then you don't have anything to worry about.

The first thing you want to do is to make a list of shows that would benefit from your expertise. Again, small shows are a great place to start particularly when you just get started. You don't want your first time as a talk show guest to be a show with a million viewers/listeners. However, you also want to stretch yourself and get on shows that are more difficult to get on to. I promise you, once you get started talking and feeling comfortable as a guest, you will have no problem pitching yourself to get on a show.

The second thing you want to do to be a guest on someone else's show is to pitch yourself as a guest. Let them know who you are and why you are the perfect guest. Help the show host by offering 2 or 3 show suggestions. Make sure that your suggestions are a great fit for the host's audience, but will also draw them back to be part of your own audience as well. Contact them via email, their website, or even on one of their social media accounts.

Once you have made contact with the show host, you can expect to start getting a big YES to being on the show. Many show hosts are so overwhelmed with managing the show and their business that they are happy that you have done the work of offering show suggestions. Mark your calendars for the date and time you will be on the show. Be sure to double check accuracy

in time zones. If you are in New York as a guest on a show where the host is located in Australia, be sure to use a time converter so that you show up on time.

Once the show is over, be sure to send the host a thank you card or email telling them how much you enjoyed working with them. Also tell them that you are available to work with them as a future guest, if needed.

Step Three: Interview your clients

There is no better marketing for your business than to interview your own clients. When your clients achieve success after working with you, it is a great time to get them on your show to talk about not only their expertise, but how working with you has added on to their success.

Some points to keep in mind:

-  If you want to monetize your talk show, one way to do that is to obtain sponsors -- and they want to see big names!
-  Think of the perfect guest for your show and audience. Don't just go after someone famous who doesn't have anything to do with your niche.
-  Once you get the first guest, ask them for a referral. Just ask, "Who do you know that would be open to being a guest on my show?"
-  Never pay guests for their appearance! There are too many people out there that want exposure. Even if they are selling tons of whatever they sell, they still are looking for new audiences. So you do not have to pay for guests.
-  When finding your experts, be sure to provide them with enough information so they will want to do your show. Let them know they are going to get an MP3 or a web link to the show. Everybody wants a copy to put on their media page or to give away to their email list.
-  You also want to arrange a verbal or written guest agreement. I strongly recommend a verbal agreement as they are not buying a house or anything serious like that. Keep it simple and remember that they, like you, are looking for more exposure.
-  Don't ask for anything written as it is not necessary. I do feel it's very important to arrange for a 10 minute "get to know you" conversation once they agree to be your guest. This helps to build rapport before the interview, making you and your guest

comfortable with one another before the added pressure of the recorded conversation. I did one interview where I did not have the opportunity to talk to the person until the day of the interview. The interview was satisfactory to everybody else, but to me the connection between us was not as strong as it was with others.

 When you use the **Triple Threat Interview Formula**, you can almost guarantee that you will grow your audience as well as make money -- but only if you work the formula. If you do one piece, and not the other, it leaves your audience building up to chance.

Take charge of your interviews and start implementing this formula now.

Chapter 7:

Talk Show Branding Magic

“Desire creates power”

~ Raymond Holliwell ~

One of the most important things to do when starting your talk show or interview show, is to BRAND it. This should be done before you do any marketing or promoting.

Branding your show will help you send a consistent message to your audience and establish your image and purpose. If you want to differentiate your show from others, you need to take the time to plan your branding before you ever publish your first podcast. Be unique. Be authentic. Be free to be you. Get creative. Add flavor to your branding. When I first started doing my shows I had no real branding then someone gave me the name Raven the Talk Show Maven instead of just saying Raven Blair Davis. That added so much flavor to my show and branding then I started wearing fedoras on all my pictures.

Wherever I went, I made sure that I added that extra flavor to my style. I made sure my hats sparkled and they matched the color of my suits or my top under my suits. You know what? My listenership sky rocketed, and I began to stand out among the podcasting crowd. People would now come up to me and ask me what I did and who I was. Some even asked if I was a celebrity. I always wanted to be a star so that always put a huge smile on my face. Then I added a couple more key things that gave me more branding magic. I added a mic in my hand and whenever I went to a conference, meet-up, etc., I would carry my pink mic with the call letters of my radio station. Yes! I went from a small show to having an online station with 30 plus hosts called, Amazing Women of Power.

Here are other essential branding points you need to consider:

1. Selecting a name and writing a description for your interview show
2. Secure a domain name for your website

3. Create a logo
4. Music and sound effects
5. Marketing

The first step to branding your interview show is to write your show title and description. Be sure that the title explains the purpose of your show. The name of your show should reflect the content that you are delivering. For example, for Women Power Radio, my content is based on the theme of empowering boomer women to achieve their dreams. The description should only be two to three sentences long.

Step two is to secure the domain name for your interview show. This is extremely important because interested listeners and inquisitive searchers will be able to find your show in search engines such as Google. The name of your show should reflect the content that you are delivering. It should be easy to remember AND type.

Step three is to create a logo. Probably the most seen and easily distributed representative of your talk show is your logo. It can accompany press releases, be used as a link to your site, for advertising purposes, and give potential audiences a glimpse at what you and your interview show are all about even before listening to your show. Logos are often the first impression of your podcast. Your logo should be visually friendly to your target market. Make sure that it is the customary size and dimension for logos. To unify the visual branding, it should incorporate the colors of your website or blog. You can outsource logo design to a freelance graphic designer, a designing firm, or design your own using graphic design applications like Canvas or Pocomoke. If your company already has a logo, your show logo should be very similar or even a variation of the corporate logo.

Step four is for music and sound effects. This includes the music that herald's segments, music beds underneath segments, and closing music. This works best for those who are doing pre-recorded shows on YouTube or for podcasts. Livestream shows generally don't have this capability as of the writing of this book. However, the music selected can be based upon a theme and vary throughout the podcast. This is known as theme and variation. For example, the intro music, which is also the music that is most associated with your show, is the main theme that the remaining music revolves around. The closing music should nearly mirror the intro music with a more subdued variation, finishing with a cadence or fading out to end the

show. Sound effects can be interspersed throughout the show while you are speaking, or can be nestled into the musical theme and variations. When selecting sound effects, make sure that they are appropriate to your show and are used sporadically to compliment your interview. There are a few options for acquiring music and sound effects.

You can:

-  Purchase royalty-free music and sound effects
-  Hire someone on Fiverr or another site to create the music for you
-  Compose your own music

Step five is all about marketing. It is vitally important to brand all aspects of your talk show.

When inspiration strikes, have a good brainstorming session and jot down as many ideas about your vision for your interview show as possible and use the results to help you brand.

Marketing is all about building relationships. You build relationships with your potential clients through your show. They hear from you and your guest experts on your show. Do you realize that by being a host you are automatically considered an expert by association? Think about how much expert status you give to your favorite talk show hosts or even game show hosts! You can post your interview show on YouTube, iTunes, and other places on the internet and anyone in the world can hear it! That's a passive way of marketing. It's passive because you don't have to do anything except record your show. Your listeners/viewers will start talking about it and soon your show will be all over blogs and social networks.

Chapter 8:

Monetize Your Interview Show

"Destiny is not a matter of chance, it is a matter of choice, it is not a thing to be waited for, it is a thing to be achieved"

~ William Jennings Bryant ~

Who says you can't make money from your interview show? Even if you are brand new in your business and no one knows who you are, you can and should be monetizing your show as quickly as possible. You can do your first 3 to 5 shows free if you feel you need to have something to show before charging, then after that think \$\$\$\$\$\$ signs.

I learned from my mentor, Alex Mandossian, to place value on your time, your content, and your show. Alex says to ask yourself before doing each show, "How will I monetize today from this interview or this show?" Remember your show is your business or an extension of your current business. This is not a vanity radio program you're doing; this is an interview show with quality content that your listeners/viewers enjoy and depend upon.

It is also important to remember that this is your business and it's important to have a strategic work plan. A great lady by the name of Mary Kay Ash is known for saying, "To be successful in business, you have to plan your work and work your plan." Keeping Mary Kay Ash's words in mind, to assist you in getting started in the right direction, I've listed a few ways to generate income for your show. Choose the options that feel right to you, put them into immediate action, and make it happen.... you can do it!

Below are nine creative ways I've found to generate income as a talk show host. You can very easily use any combination of these tactics to grow your own show and business.

1. Create products, books, audio series, or reports from the content in your interview show.
2. Create audio recordings for every show and sell either the transcript or show notes with it. (Sell mp3 or CD version of audio).

3. Charge a fee for small business owners, authors, coaches etc. to be interviewed on your show.
4. Hire yourself out as a host on live virtual book tours for authors.
5. Train, coach, and mentor business owners and fortune 500 companies in creating their own interview show for their business.
6. Hire yourself out as a Master or Mistress of Ceremonies for events.
7. Speak at schools, colleges, chambers of commerce, seminars and events about why they should create their own talk show.
8. Promote your own products and services on your show.
9. Form joint venture alliances with your guests.

Yes, an interview show can make you money! However, what I want people to know is that you don't have to limit your show to only being an informative or entertaining resource. Think of your interview show as an extension of your current or existing business. Or, if you're like me, it IS your business so don't treat it like a hobby. When you treat your show like a business it will pay you like a business.

After all, we're talking about using the internet, so money making opportunities aren't far behind.

Here are some additional ways in which an interview show can bring you a little -- or maybe a lot -- of extra cash:



Advertisements: Think of the radio and television stations. How do they make their money? They use commercial advertisements. Companies pay the stations to air their commercials during a popular program. Your interview show is no different.

Advertisements can be placed within your own programs and you can profit from it. This can also be done by providing advertisements on your show's blog as well. This gets the company's ad noticed by your readers, giving you both a profit.

-  **Broadcast for pay:** If you're providing a high quality program that gives a unique perspective on a topic, listeners will pay to access your show. Set a fee that you feel is worth the time and effort you put into creating it. Don't set it too high, if you're just starting out, as this will stop you from building a rapport with your listeners. You can start charging more as your show becomes more popular.
-  **Donations:** Some interview shows make their money from donations. The show is generally offered for free and a PayPal button is placed on your website or blog allowing satisfied listeners to donate a few dollars to talk show host to help keep the show running. You can also use a newer service called Patreon.com to find patrons who pay a monthly fee to help you continue to produce your talk show.

The more people that donate to your program, the more profits can be put back into the show. Even though there is little money needed to produce a talk show, there's no reason why you shouldn't make money from this medium. Earn some extra cash to pay for the costs you do put into it and for the time you put forth to bring informative content for your listeners/viewers.

Chapter 9:

Tips and Strategies to Make Your Interviews Great!

“Whoever renders service to many, puts himself in line for greatness – great wealth, great return, great satisfaction, great reputation and great joy.”

~ Jim Rohn ~

The Do's and Don'ts of Launching Your Interview Show

DO prepare for your first show! Make sure you have prepared your guests by talking to them before the show and letting them know what to expect. Share the questions you will ask or topics you will discuss on the show. Coach them on how to be a great guest!

DO be organized! Know what you will be talking about and how long it will take to cover your topic. Make an outline. Write out your bullet points.

DO mute your call waiting! On most phone services, pressing *70 will turn off call waiting. It may seem like a small thing, but that little beep is very hard to edit out and annoying to live listeners.

DON'T wait until the last minute to find guests! Your calendar should be booked as far in advance as possible but minimum of a week before the show.

DON'T be afraid to stop your guest and ask them to speak louder or clearer. Sometimes people talk quieter or faster when they are nervous. Your live listeners need to hear clearly what is being said. It is very difficult to edit your recording to adjust for volume or clarity once the recording is over.

Launch Preparation



Be sure your content and your guests are ready.

-  Once you've prepared, record and edit your first show.
-  Promote your show to your email list, Facebook, Twitter, LinkedIn, etc.
-  Record or prepare your commercial and links to promote your product or service during your show.
-  Obtain paid sponsors for your show.

Launching your show is the easy part! There are some insider secrets and skills you'll need to master in order to stand out of the crowd. You need to be a great connector. Connect with people in a very sincere and authentic way that says, "You can trust me. I am relaxed on your show. I want to give you something I never shared with anyone else." When your guest feels like this you'll end up with an incredible interview that you'll be proud to broadcast.

The 7 P's of a Successful Talk Show

Learn to master the art of what I call the 7 P's. It will truly elevate your business quickly.

Passion: Have passion for what you're doing, passion for your show, your topic, your market. Your listeners should hear and feel your passion. Your voice needs to express that you love what you do and believe it.

Purpose: Know your purpose for your show. Be clear and consistent. Do not give your listeners mixed messages. Remember to be true to yourself, your purpose, and your audience.

Personality: We all have it. I say let it shine like the sun! Don't be afraid to let your personality out. Don't be an old stick in the mud and be too professional. Personality sells which means you will attract tons of listeners who will eventually be customers and clients.

Prepare: Always show up prepared and ready to go at all times. Be ready for the guest. Have your questions and their bio. Check your volume, have your recording line ready, and, before the show, take the time to prepare your guest with what they need and what you expect from them so this can be a successful show for both of you.

Persistence and Patience: These two go hand in hand so I count them as one. Never give up. If at first you don't succeed, try, try again. Good things come to those who wait. You'll get that dream interview if you just don't give up. You will sell more books, get more speaking engagements, and attract advertisers and sponsors if you don't give up. I remember it took me 3 years to get the Russell Simmons interview simply because of his extremely busy schedule.

However, I was both persistent and patient. I didn't become a stalker, but I tapped on PR team's shoulder every few months so they would remember my name. It paid off! I got the interview! It wasn't a full hour like I was promised -- in fact, it was only 7 minutes -- but I worked those seven minutes and the interview supercharged my exposure.

Promote: Whether your show is pre-recorded or live, you need to get the word out before and after the show. So many hosts promote before the show, then only promote right after it ends. I have found that you need to promote the day before, two to three times the day of, immediately following your show, and a few days later several weeks or months later. Also consider syndicating your show and putting it on other platforms like uploading to YouTube, placing it in iTunes, putting it on Facebook, etc. These are just some examples another reason to promote.

Profit Plan: My final powerful P is to turn your show into a profit no matter which show format you choose. Create a profit plan and implement it. You can create your plan around advisers/sponsors, or creating products or memberships from your show.

My favorite talk show format is the interview because it is fairly easy to charge for your interviews. Keep in mind that people want exposure and they want to talk about their story, their life, or business journey. They want to promote their books, products, events and they should be willing to invest in a master interviewer (that would be you). So remember to have a profit strategy, road map, blueprint, a profit plan. You have to be ready to ASK for the money. Remember, if you do not ASK you will not GET!

Master going from good to great. Keeping your listeners first is the sign of a great host. It's not about you. Give your listeners what they want and what they need. Keep in mind that your show is not about you, it's about your listeners. Your show exists to assist them with reaching their goals and helping them solve their problem or challenge. Your purpose is to give them the answers they need to encourage, inspire, and uplift them to move forward in their personal, business, or financial situation.

A great talk show host will make her guest feel special because they are.... that is why they are on your show. Always edify them. Give them the opportunity to talk about their product or service before they leave. Make them feel like being on your show was one of the best experiences they have ever had and would love to come back at any time.

A great interviewer is a fantastic listener, has excellent communication skills, is creative, and thinks out of the box to make that interview special.

The day before I interviewed Jack Canfield a friend of mine shared with me that it was his birthday. As soon as I got off the phone, I immediately went into creative mode and decided to download Stevie Wonder's version of the Happy Birthday song on YouTube. At the end of the interview, live on air, I said, "Jack, before we go I heard today is your birthday and someone wants to say happy birthday to you." Then I played about 1 minute of Stevie's song. Jack laughed and thanked me. When we were off the air, I asked him if he would write a testimonial and he said gladly. Not only did he write me an incredible testimonial, he copied me on a letter he wrote to Mark Victor Hansen, co-creator of the Chicken Soup for the Soul book series, saying, "You have got to be on her show!" So being creative is definitely a good thing.

Be creative and leave your guest with an enjoyable and memorable experience of your show. They will not only tell their friends and business associates that they should consider being a guest, but they will also be willing to give you a testimonial or endorsement for either your show or your future products.

Testimonial magic:

Testimonials will attract other experts as guests and will help you stand out as an expert in a sea of interview shows. This means more opportunities for you to profit from your show. Having testimonials also adds credibility to what you are doing and will help make your potential customers and clients feel the trust they need to move forward and purchase your products and services.

I want to share a few of the testimonials I have received and have put on my website, business cards, books, etc., from top experts and celebrities. I can truly say from the heart that they have assisted me tremendously in growing my career as a talk show host and have boosted my business with clients who are happy to invest because of the testimonials they have read or

heard that validate their intuition. They know that I am the leader they've been looking for. The way I received the testimonials below is simply by doing the following:

- 🎤 Ask your guest if they enjoyed their experience on the show.
- 🎤 Ask if they would be open to writing or recording a brief testimonial while you have them on the phone.

Don't be too shy to ask for a testimonial. Be BOLD, trust you've done a stellar job, and your guest will be more than happy to share that with the world in the form of a testimonial. Be sure to get a picture of them they'll agree to you using and the link they want to list so your listeners/viewers can get to their website. Make it a win-win for everyone involved!

Below are a few written testimonials from some of my previous guests.

“She has become one of the best radio interviewers on the planet!”



“I’ve appeared on more than 1,000 radio shows in the past 25 years and my time with Raven Blair Glover on her show *Don’t Wait to Be Great* was one of the most enjoyable ever! She is a rare combination of dynamic, spontaneous and fun as well as thoroughly prepared, deeply insightful, and a great listener who responds with great follow-up questions as well as her own experiences in a way that moves the conversation forward without stealing the focus. I would highly recommend being on her show to anyone who is serious about getting their message out to more people and enjoying the process at the same time. She has become so successful at this interviewing process she is now teaching other people how to have their own interview show. So if you are thinking of having a radio interview show on the internet or on podcast, whatever it is, make sure to check out Raven Blair Glover because she has become one of the best radio interviewers on the planet and she can help you get from where you are now to where you want go with your career.”

Jack Canfield, Co-Creator of Chicken Soup Book Series | America’s #1 Success Coach
<http://www.JackCanfield.com>

"It's always such a joy to come on Raven's show."



She asks deep, intelligent questions and cares so much about helping people through her work in addition to entertaining. I love being on her show, she is always so much fun!"

Lindsay Wagner, Actress

<http://lindsaywagner.com>

"Raven has a special way of connecting..."



"Women Power Talk Radio ranks as one of the most exciting shows that I have had the pleasure of celebrating women with in a long time. Raven has a special way of connecting, inspiring and encouraging her audiences through her interviews and I'm glad to play with you!"

Lisa Nichols, Speaker, Life Coach

The Movie "The Secret"

<http://www.motivatingthemasses.com/home/>

"I felt like I was running down the red carpet in my high heels getting an award!"



"Raven makes interviewing a blast. She's so energetic and entertaining and has a way of welcoming guests that make them feel like a celebrity! Fabulous introduction! I felt like I was running down the red carpet with my high heels on getting an award!"

Lisa Sasevich, the Queen of Sales Conversion

<http://theinvisibleclose.com/>

Talk Show Magic Tips from the Pros

Here are a few tips from the pros that I received from an interview I did for a soon to be released audio series called, Kitchen Table Radio Tips from the Pros, where I interviewed over twenty mentors I've admired and learned from both in the past and in the present.

Remember, you too can become a GREAT TALK SHOW HOST and have a successful and profitable show if you think the thoughts and claim the beliefs of other great talk show hosts. Claim the thoughts and beliefs of the pros as your own starting today!



Here are a few tips from **Jayne Kennedy Overton**, acclaimed actress, model that made her a successful sportscaster on The NFL Today.

- 🎤 Bring out the personality of the people you interview. Establishing relationships is key in order to have access to information and people. It has to be beneficial to both you and your guest.
- 🎤 The most important part of doing an interview is knowing your subject matter. Research the people you will be interviewing.
- 🎤 Listening is a key skill. When you don't listen to the answers to questions, the interviewee feels like they are not being engaged. You need to actually carry on a conversation and that's when you really get some gems. It is critically important to make sure your interview subject is comfortable.
- 🎤 They should be comfortable with the host as a person and your ability to speak freely. They also need to be comfortable in their seat and their environment.
- 🎤 Always be prepared. You never know how an interview is going to go so always be prepared to put your best foot forward.
- 🎤 Don't be afraid to be controversial.

- 🎤 Don't be afraid to ask the question.
- 🎤 Creative marketing is a must!
- 🎤 Don't stay with the status quo.
- 🎤 Always remember to earn respect and keep the respect. Be respectful of your interviewee.
- 🎤 Don't answer your cell phone, don't step on their lines, or answer their questions. This is their time and you should be respectful of it.
- 🎤 Always remember to be loyal. The most important thing you can do is be sincere.



Legrand Green Four time Emmy award winning TV producer and TV executive and former Supervising Producer on the Oprah Winfrey Show.

- 🎤 Don't be afraid to be you. I was part of the evolution of Oprah's show. In her early years, Oprah produced what most of us understand talk shows to be today: gossip and relationships gone wrong topics. After several years of this, Oprah made a bold decision to go against the grain to start making TV that touched people in a positive way. Lesson learned: never be afraid to express who you are on your show.
- 🎤 Do understand why you are doing your show. What is your motivation for doing your show?
- 🎤 Do know who you want to reach with your message. Your audience has a language, look, and feel that you should be able to tap into.
- 🎤 Don't do your show for attention and followers alone. Challenge yourself to think about the impact you want to make on your viewers/listeners.

Chapter 10:

Interviewpreneur Magic: Making Money with your Interviews

“Overcome your barriers, intend the best, and be patient. You will enjoy more balance, more growth, more income, and more fun!”
~ Jack Canfield ~

The final topic in creating your own interview show is how to have the confidence to ask for the money. This is a very important topic I wanted to close the book with, although I’ve talked to you several times about making money throughout this book.

I need you to know that even though you may think you cannot make money with your interviews, there are plenty of examples of people who are making a lot of money doing interviews -- six figures and more. It all starts with your belief in yourself and what you do.

You may remember from the beginning of the book that I started my very first radio show talking about how important it is to have confidence. My intention was to help boomer women have the confidence to get out of careers they hated and into doing something they loved right from home. I wanted them to know that they deserved to not only be happy, but that they deserved to make money as well.

Remember, you’re not just the interviewer or a host of a show, but you’re an interviewpreneur or talk show hostpreneur. This means that you have to have a business mindset. If you expect to make money, you will make money. If you don’t expect to make money, you will not. It is all in what you believe.

So how exactly do you become more confident? For me, it was being part of a high end mastermind that helped me break my own confusion around money and understand my worth and the true value of my show. Through my participation in my first high end mastermind with the phenomenal queen of sales conversion, Lisa Sasevich, there was something marvelous that

happened. Being under such strong leadership and in a community of others who were success minded helped me to break through. The moment I allowed myself to believe that I deserved to make more money is the moment when I came up with the Training Triple Threat Interview process.

Prior to developing the Triple Threat Interview Process, I was stuck in my head and my creativity wasn't working. Every time I asked for the money, people were saying no because I was confused, I was stuck in my fear and I didn't have the confidence in my product or in myself. My belief level was low. You, as an interviewpreneur, need to create your own action profit plan. This is necessary in order to break through that fear, the confusion, and the procrastination.

Here's how you can start to supercharge your confidence:

-  Start working on your beliefs. Ask yourself why you are doing your work in the first place. I am sure all of us will agree we are doing it because we are passionate about our work and our message.
-  Check your pattern of thoughts to yourself. Sometimes, we have to check our own pattern of thoughts. You may say that nothing happened when you tried to move forward with your business plans before. Ask yourself why you are having these thoughts. Seriously ask yourself, "Do I believe in my product and do I believe in my service?"
-  You have to be your product first.
-  You've got to be out there doing all that you can to sell and promote your product or service.
-  You've got to believe in your product, in your coaching, in the book you wrote, in the network you are sharing with people?

How have you packaged up your products and services? If you wrote a book, did you add a CD to that book? If you haven't written a book, you can speak that book out loud and record it. Did you know that three hours of audio equals 96 pages in the book?

Have you offered a free strategy session along with the purchase of your book? If you have a book, go ahead and add a free strategy session. You can sell that book at \$14.95 for the book by itself. But what would be better would be to package it up and give the book as a bonus and offer a high end course or coaching program around your book for \$1097 or if you want to take a smaller step and ease your way into it simply include your book then throw in the audio version of the book as for \$197 or \$247.

Remember to always package it up by including 1-2 bonuses relevant to what you are offering, give a 20-minute lesson with 5-7 tips or a motivational audio to help them get started. Your bonus can be a special group call where your readers get to ask you questions personally, in real time. Bonuses are used to seal the deal today instead of tomorrow and it makes it an irresistible offer that will lead your potential client to taking immediate inspired action. Cha Ching!!!!

Make easy breezy money with affiliate programs.

Many interviewpreneurs don't realize the gold mine that is available in interviewing other business owners with affiliate programs. While there are many people out there who are selling a book, you don't want to waste your time working on a commission for a \$15 book. What you want are the people who have programs that cost several hundreds to thousands of dollars on your show. Many of them are offering 30% or more just for sharing their affiliate link with your audience.

The best way to find entrepreneurs with affiliate programs is to visit ClickBank.com. It doesn't matter what your expertise focuses on or the kind of business you have; I promise you can find an affiliate program that is appropriate for your audience via Clickbank. They have everything from arts and entertainment, to languages, to spirituality. Simply go through the categories that make sense for you and create a list of affiliate programs to connect with.

Visit their website and see if you can call, email, or message them via social media. Let them know that you would like to interview them on your show and that you would like to share their affiliate link so that you can make a commission. Most entrepreneurs will jump at the chance to present their program to a new audience.

Make easy breezy money by repurposing your interviews.

Never believe for a moment that your interviews are meant to sit on your website, iTunes, Blab, or any other site to collect dust. These are pieces of content that can be repurposed to further your message and to create profits for your business.

Here are some examples of how you can repurpose your interviews for profit: super CDs.

Even in this day and age of having everything mobile, there are still a lot of people who like to buy CDs to add to their success library. For example, if you speak at conferences or other events, you can sell CDs in the back of the room. Tie the CDs in with a coaching program or a consultation and you can leverage your repurposed content even further.

Audio series. You can interview 5 or more people on the same topic and add those interviews to an audio series. Place the audios on a CD or make it an immediate download via mp3. Add in a transcript and perhaps a book you have written on the topic and you now have a great bundle to offer your clients. If you have several series, you can turn it into a box set!

Online course. You can create an online course and use your interviews as a bonus to all those who registered.

Books. It is possible to turn your interviews into a book. Simply take your interviews to a transcription professional. Once you have the transcripts, you can pay an editor to turn the content into a book that you can sell on your website, Amazon, and other online spaces.

Book collaborations. When you have a series of experts that you have interviewed, then you can approach your everyday business owners and charge them a fee to be in your book. For example, if you work in the field of natural health, who are the go-to experts that many people will recognize?

Once you have those interviews done, you can approach your everyday business owners who will pay as much as \$497 to be in a book that positions them as an expert.

Create a membership site. Load all your audios and videos onto one site and charge a monthly fee. Add in a group call once a month along with a newsletter for added value. You can highlight some of your guests in your newsletter. I have seen people charge as little as \$10 to \$1000 per month -- it all depends on what your industry can command. You can offer a free level membership where they can listen to one audio per month to get them interested in paying the fee to access the remaining interviews.

Produce a telesummit. A telesummit is an audio and/or video summit where you have a theme and invite other experts to speak on their area of expertise based on the theme. You can charge experts a fee to be part of your telesummit. What I have done in the past is secured interviews with people like Jack Canfield, Lisa Sasevich, and Lisa Nichols and invited everyday business owners to pay to share the virtual stage with these experts.

How to add more value to your paid interviews.

Many people will ask why you are asking other people to pay for interviews, particularly when so many others are doing it for free. The reason is in the value you are able to offer them as a business owner.

One thing I have done to add value to a paid interview is to add in commercials. You can get a commercial done via a freelance voiceover artist on a website like Fiverr.com. They can create a 30-second commercial introducing your interview with a business owner that can be aired on your podcast, Blab, live radio show, etc.

You can also get a transcript of the interview, offer them a set of 10 CDs, that they can use for their own purposes.

Chapter II:

Wrapping It Up

*"Focusing on one thing and doing it really, really well can
get you far."*
~ Kevin Systrom ~

I wrote this book because I wanted you to be excited about doing your own talk show.

Creating my own talk show has not only helped me to achieve my big WHY of supporting my mother, but it also catapulted me into circles I never imagined I could be in. Now I have the opportunity to mentor other entrepreneurs who are ready to begin their own magical talk show journey.

If you are ready to develop true Talk Show Magic, I want you to remember that it all begins with your mindset. You must believe that you can achieve, then stop at nothing to make it happen. You have to create your own success strategies, then implement. This book gave you exactly what I used along my journey and I am confident that if you apply the proven strategies laid out here, you too can become a dynamic talk show host or interviewpreneur.

If you are ready to explore what the possibility of starting your own talk show would look like for you, I have a special offer made with you in mind. I want to offer you a complimentary Talk Show Magic Discovery Session. During your session, you will get to:

Identify your passion
Brainstorm how to turn your passion into a PROFITABLE show
Discover your ideal audience

Resources

We invite you to join our Amazing Women & Men of Power community and connect with other amazing radio and TV hosts who with their heartfelt messages re making a difference and paying it forward while turning their show into a cash machine.



<https://www.facebook.com/ravenblairdavis>



<https://twitter.com/talkshowmaven>



<https://www.youtube.com/channel/UCJlgBrVhQ63eTtzGnrQia9g>



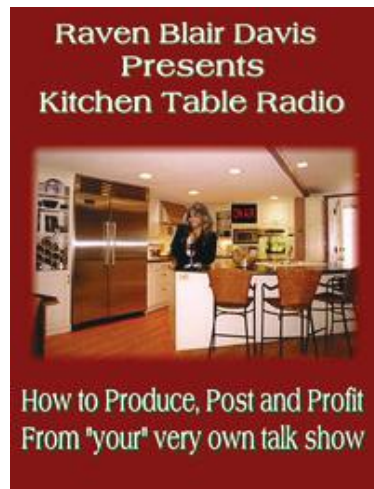
<https://www.linkedin.com/in/ravenblairdavis>



We also suggest you visit <http://rockyourinterviewtalk.com> and get your free “Hidden Interview Secrets”.



You can take advantage of some of Raven's show host and interview trainings at these sites:



<http://kitchentableradio.com>



<http://womenpower-radio.com>



<http://talktocashsecrets.com>



<http://6figureinterviewsecrets.com>

RAVEN *The TALK SHOW* **MAVEN**

**INTERVIEW FORMULA**
how to find and interview the world's top celebrities and experts





I.
Is for **Investigate**

Investigate and Research Thoroughly
Try to find out as much as you can about your guest beforehand. Don't just "Wing It".



C.
Is for **Connect**

During the Conversation
Be sure to gain rapport with the guest!
There is nothing worse than a boring interview where you can tell there is no connection going on between the interviewer and the guest.



O.
Is for **Own**

Your Opportunity To Shine
This is your big moment you prepared for
Guests get excited when it is obvious that you've done your homework on them. Tap into their passion and they will open up to you instead of giving stock answers.



N.
Is for **Nitty-Gritty**

(Get Down To The...)
Get Straight To The Meat, No FLUFF!
Get right to the point and get them to share the very best of what they do with your audience. Stay on target and make it valuable to them and you.



ROOKIE MISTAKES TO AVOID
#1. Try not to talk over your guests or interrupt, if possible.
#2. Avoid being too stiff and rigid if they get on a roll. Let them.

For more **USEFUL TIPS** on interview secrets, check out
AmazingWomenOfPower.com

Worksheet 1:

Plan to Invite Your Dream Guests

Time to OWN your platform, like Oprah, and invite your dream guests! Use the following worksheet to start building your “dream guest” wish list:

1. List at least ten top influencers who would be the perfect guest for your show:
2. List your own present and former: mentors, coaches, bosses – anyone who would make a great guest on your show:
3. List successful clients who would make relevant, effective show guests:
4. List up-and-comers, peers, closed group members, etc. who would make a great guest for your show:
5. Highlight all guests in the previous lists who have made show, summit, interview, podcasts or video appearances. Copy your final choices below and contact them. Be sure to put at least three to five of your dream guests on this list – don’t question – just do it and ask them!
6. Make the following chart to keep with your calendar or other related items so you can keep track:

Guest Name	Contact Info	Accepted? Y/N/?

Remember! Start contacting your guests as soon as you have created your landing page and affiliate resources (and set up your recording platform).

Worksheet 2:

Invite Guests to Your Talk Show

Hi _____

My name is _____ and I'm the executive producer of _____. I'm planning to interview experts in the niche of _____, like yourself. I'm writing to see if you would be open to being one of our featured guests.

The interview would take no more than an hour of your time, and we can do it via audio or video, whichever is more convenient for you. During the interview, I'd be happy to promote a product or website of your choosing. Since I'm planning to distribute this interview to a wide audience, this will give you significant exposure.

I am very interested in doing an interview with you as I know that you have extensive knowledge in (insert subject of expertise). I look forward to hearing if you are interested in this opportunity. If so, I'll pop over some questions along with the link to my calendar so you can choose a day and time that works best for you in being featured on my show.

Warmly, Name, Phone, Website (be sure your website leads them to your about page and testimonials you've received).

Worksheet 3:

Script Your Talk Show Intro

Script out your interview opening comments. Here's an example from my own show:

"Welcome to (WPR) Women Power Talk Radio, the show that's designed with the boomer women in mind and the men who love them. I'm your host, Raven Blair Davis. This show features unstoppable women of power. Today my guest is actress Bern Nadette Stanis formerly known as "Thelma" of the hit TV sitcom, Good Times. She is also the author of Situations 101 Relationships. Today, I'm talking to Bern Nadette Stanis about dating, romance and relationships in our midlife. Bern Nadette Stanis, welcome to the show."

Who's Your Dream Guest?

Of all the people in the world, who would you most like to interview for your future show?

List ten people:

Now it's your turn.... fill in the blanks:

"Welcome to _____, I'm your host, _____. This show is _____. Today my guest is _____, who is the _____. _____, welcome to the show."

Research your quest and note your opening comments:

Pick one of the above people on your list of potential guests. What 10 questions would you like to ask that person?

Worksheet 4:

20 Sample Questions to Ask Your Guest

Are you doing a 30-minute interview -- then pick 6 questions. Doing a 60-minute interview -- then pick 10 questions.

Remember, many of these questions can be used for any interview. Practice by changing the wording to suit your needs.

1. How did you first get started in your business?
2. What inspired you to go for your dream?
3. If you started again tomorrow, would you do the same things or would you change your strategy?
4. What advice would you give to those who are new in your industry?
5. What do you feel are the main mistakes you see newbies in your field making?
6. How can people manage their time and avoid continually jumping on one method to the next?

7. Do you feel like you took the long road or the short road to get here? Why?
8. What is your day-to-day life / reality like when it comes to business?
9. What is the most challenging aspect of your business?
10. What are you most proud of in your business?
11. Who were your biggest inspirations when you were starting out? Why?
12. What trends do you see in the industry?
13. Who is your favorite mentor? Why?
14. What advice would you give to _____ wanting _____?
15. What's your #1 tip for being more efficient with business and getting better results with less effort?
16. What's the biggest "aha" moment you've had when it comes to business? (a real head slapper)
17. What's the biggest mistake YOU have made with business and how can entrepreneurs learn from your experience?
18. What's a business mistake entrepreneurs make that should be obvious, but isn't? How do they avoid it?
19. If you could give one bit of advice, what would that be?
20. ALWAYS be sure to ask, "How can our listeners find out more about you?" Give them the opportunity to promote their book, event, workshop, etc. This is very important and can lead to more interviews in the future.

I want to thank you for purchasing this book. I have great faith you will learn everything you need to become an incredibly success talk show host.

Here's my gift to you - to make sure your talk show success happens!



About the Author



Raven Blair Glover is the CEO & Founder of Amazing Women of Power the world's leading positive programming network.

(<http://amazingwomenofpower.com>)

Raven's passion and commitment is to show others her proven tips and strategies, along with her "magic formula" to creating powerful and profitable shows that will stand out above the crowd and that will create steady income.

She is a master when it comes to interviewing top icons and celebrities and loves showing others how to not just interview, but how to become an interviewpreneur!

As smart and savvy business owners we're always looking for exciting and innovative ways to attract new clients, such as hosting a podcast, telesummit, Facebook Live, Blab, Periscope, Google Hangout, and radio shows. *Jack Canfield calls her one of the best interviewers on the planet!* Raven, the Talk Show Maven and known by many as the queen of interview conversion. She's a former CNN & CBS radio personality and award winning talk show host.

Here are just some of the people Raven has had the pleasure of interviewing on her shows:

Hip-Hop & Business Mogul, Russell Simmons

Oscar winner Lou Gossett, Jr.

Lisa Nichols, The Secret

Award Winning Talk Show Hosts, Montel Williams & Sherry Shepherd

America's #1 Success Coach, Jack Canfield (co-founder of the Chicken Soup books)

Actress, Fran Drescher (You may know her better as "The Nanny")

International Motivational Speaker, Les Brown

Lisa Sasevich, The Queen of Sales Conversion

Business and Marketing Guru, Alex Mandossian

Cookie Man & Literacy Advocate, Wally Amos

Self-Made Multimillionaire, Ali Brown

Speaker/Author Brian Tracey

Raven hanging out with celebrities and mentors



Raven & Alex Mandossian



Raven & Sherri Shepard



Raven & Lisa Nichols



Raven & Joan Rivers



Raven & Khaliq Glover



Raven & Master P



Raven & Sheryl Lee Roth



Raven & Marla Maples



Raven & Kim Fields



Raven & Kimberly Elise



Dr. John Demartini, Raven and Reggie Lacina