

The Optimum Ways to Attract New Clients from Radio & Podcast Interviews

By Jackie Lapin

So, you've landed yourself an interview slot on a radio show or you are going to be a guest on a popular podcast! It is the perfect opportunity to sell yourself and promote your brand. But all of that branding and self-promotion is of little use if you are not getting listeners to actually purchase your product or retain you.

There is a roadmap for any interview. It begins by telling your story in a way that builds your credibility, then it moves on to providing great content and value so listeners grow to trust you, next you provide action steps they can take to move forward, and then lastly you introduce them to an offer that inspires them to take the next steps.

But how you do all that is key! So below, I am providing all of the factors you should master in order to optimize your client attraction!

Underline and Emphasize Their Problem

The core of your message should be built around this: They have a problem; you have the solution. What you are offering is the answer to what has been plaguing them. Create a sense of urgency and let them know that the only thing that is between them and the solution they seek is the decision to work with you or take you up on your offer. You provide the relief to their anxiety!

Use a Compelling Name or Title That Points to the Benefit

So, get creative and be memorable. Call your program something that will either touch them, make them laugh, brings back a memory of something familiar – and most of all hints at the solution you offer. Fit the title to the audience...in the right circumstances, you can rhyme it or give it a name that is quirky. The only crime here is being boring. Whatever you do, make sure it resonates with your audience.

Build Anticipation, Seed the Conversation

You can begin seeding the conversation early on by saying things like “keep listening because I’ll have something that can address this shortly...” “If this is too much work, than I can show you another way in a few minutes,” or “there’s a resource for you that we’ll be discussing later on that will provide some ways to help you.” Get them excited to hear what you’ve got!

Spell Out Your Offer/Invitation Clearly; Avoid Rambling

Prepare for it like it is an audition, because it is an audition. When you are live on air, you have one shot to leave an impression with your listeners—and to get them to engage with you. So, practice, practice, practice. Your delivery of your offer is everything. Do it with poise, confidence and spell out the benefits. Keep in mind this isn't a sales pitch...it's an invitation! When you have their ears, stay focused on the message and deliver it promptly in a byte sized, easy to digest format.

Don't Over-Complicate it! Make it Easy for People to Grasp

Keep your message simple and easy to understand... Not everyone in the room is a genius. Your call-to-action should be short and uncomplicated—an easy “YES.” If it's an audience participation show, leave a few minutes to answer questions. People may want to know more.

Don't Get So Caught Up in the Conversation You Forget the Call-to-Action

You can spend so much time on your story, or get so enthusiastic about the description of how you serve, that you can run the risk of either forgetting the call-to-action or leaving too little time for it. You must make sure to tell them how they can avail themselves of your offer. Invite and encourage them to take action, and if appropriate, add in a *hint* of urgency.

Make it Accessible

Beware of using complicated URLs for retrieving any free gifts. It needs to be an easy, memorable one so listeners can act immediately or not have to search their memories to return to it after the show ends. It helps to repeat it a couple more times so people who are copying or making a mental note of it can capture your words correctly.

Create and Implement a Follow-up Sequence

It is important to set up a follow-up sequence with auto-responders before going on air. Prospective clients who opt-in for your free informational gift should then receive an acknowledgment and a series of emails that leads them toward purchase or enrollment. Paying clients receive a thank you and product delivery sequence. Once people are in your opt-in list, they should receive “a nurture” sequence, with useful information, guidance and education that makes them feel valued. This creates an environment that encourages future buying.

Be Mindful of Affordability

Your pricing strategy can make or break your business. It is helpful to start with something small, well under \$100 mark, thereby lowering the resistance barrier. And then as you gain traction, through personal conversations, live workshops/events and follow up sequences, you can move them forward to more high-ticket offerings.

Make the Most of Introductory Strategy Sessions as a Coach

A time tested strategy for enrolling people in your coaching programs, is to offer a free 30-minute consultation with prospective clients while on the show. Once people take you up on that offer, In that short time, you should be able to:

- 1) develop rapport
- 2) get clarity on their problem and what you could offer that would benefit them
- 3) introduce them to the program you offer, tailored to their needs
- 4) present them a way to take advantage of it

Create a Simple and Effective Way to Book Strategy or Consultation Sessions

If you are offering strategy or consultation sessions, make it easy for prospective clients to schedule with you. Your webpage should be user friendly for easy navigation, optimized for quick load times, and incorporates an easy-to-find option on your website where users can schedule appointments. Or sign up with one of the many calendaring systems (several of which also link to zoom) so you can provide your link to the audience on air or in the auto responder sequence. Alternatively, you may purchase a memorable two or three-word URL like www.SchedulewithJenniferK.com that you can point to that calendar. Your scheduler can be featured on your *About* page and on your *Contact Page*.

Streamline your Website

Keep your home page uncluttered, and streamline your website so people can easily find your free gift when they go searching for you online. (They may not remember the opt-in url you gave, but they will search you out through google.) So if you're offering listeners a free gift on your website, make sure it's on the home page and has a simple form and a very brief description—nothing more!

Invite Them to Follow You on Social Media

Make sure to invite your listeners to follow you on social media in the course of the interview. You may skip this if you're running out of time and focus to your main message.

Share Your Email Address

You may wish to make your email available to listeners if privacy is not an issue, so they can begin a direct dialogue with you, although you can also direct people to the contact form on your website...though this is much more impersonal. I often reserve giving my email address for virtual summits because then it goes to a closed audience, with whom I have already built up a level of intimacy.

In summary, have a resource with clear benefits and an outcome, a compelling call to action, and an easy way for folks to find you!

If you want an easy way to secure 40 new direct contacts for "life-enhancing" podcasts every month, visit to www.SpeakerTunityRadio.com. Or www.SpeakerTunity.com/business for business podcasts.

*Jackie Lapin is the Founder of **SpeakerTunity, The Speaker & Leader Resource Company**, providing leads, tools and strategies for leaders, coaches and entrepreneurs to get booked for speaking engagements, radio shows, podcasts, virtual summits, TEDx events and virtual networking. SpeakerTunity is the Speaker's Ultimate Tool Box. www.SpeakerTunity.com.*

Jackie Lapin is also the Founder of [Conscious Media Relations](http://www.ConsciousMediaRelations.com), which conducts Radio/Podcast Tours for authors and leaders, offering them to 9000 radio shows and podcasts with a guarantee of 30 interviews. [www.Conscious Media Relations](http://www.ConsciousMediaRelations.com)