



How to Share Your **Message**,  
Your **Products** and  
Your **Business** with the World!

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## **CREATE YOUR OWN RADIO SHOW/PODCAST STEP-BY-STEP**

Radio is a great way to break into the media on your timeframe. You can easily start your own program with some planning and commitment.

- Decide on a Platform
- Pick a name for your show
- Set up an account on [www.blogtalkradio.com](http://www.blogtalkradio.com)
- Watch the tutorial
- Select a regular time
- Pick royalty free music for your show intro and close.
- Create a v/o (voice-over) to start your show with the music.
- Make several 30 second and 60 seconds commercials to tell people about your book or your business.
- Create a commercial asking listeners to subscribe.
- Link the show to an iTunes Account so listeners can find the archives.
- Create a format for your show.
- Post the "player" on your website
- Plan out your guests for a month of shows.
- Confirm a week before, day before and the morning of the show... if it's a LIVE show.
- Send the guest the # to call in for the show.
- If a recorded show, use SKYPE call recorder and upload the file.
- Post invites to your show on Social Media
- Transcribe your show into blog posts.

### **IF A LIVE SHOW:**

- Open up the lines for callers
- Announce the call-in number several times.
- Say your name and the name of your show several times.
- Have some music in your file for emergency breaks that are sometimes needed
- Have at least one past show in the control panel in case the guest does not call in and you need to do a rebroadcast.
- Relax and Have Fun!