

The date I have reserved for your interview on **ACT LOCAL Marketing for Small Business** which posts every Tuesday at 1:00PM Eastern:

Guest Name

Day, Month, Year at Time Eastern

Here are the guidelines to help you prepare for the ACT LOCAL Marketing Podcast:

1. This is an opportunity to showcase your business by giving value to our listeners, sharing tips and tricks about your expertise as well as tips or cool information for the consumer/client/user. Giving valuable 'inside information' makes the show engaging and makes you look like a rock star!
2. Be prepared to discuss how you are using social media marketing (LinkedIn, Facebook, Twitter, YouTube, Pinterest, blogging, etc.) or mobile media marketing (SMS Texting campaigns, QR Codes, mobile apps) to stay in touch with your base and grow your business and/or ask Kalynn questions about how you *should* be using these platforms. We can also discuss offline marketing methods that you have found to work or don't work and how they have been or could be adapted to bridge offline and online.
3. Format of the show is Q & A – In anticipation of that, we need you to prepare 4 to 5 questions or 1 to 2 questions if the answer has several parts (like the 5 steps to...Or the 10 systems of...) which will be asked during the course of the show that will lead into the points you want to make. The goal is to make it sound conversational so typically Kalynn will ask sub---questions along the way to clarify or keep the engagement high. Your answers should be complete for each question, but not a monologue. **PLEASE PROVIDE YOUR QUESTIONS AT LEAST 5 DAYS PRIOR TO THE INTERVIEW.**

We recommend that you have notes about the points you want to make under each question you provide, however don't script your answers. Listeners can pick up on that immediately and to them it sounds stilted and unnatural. The first couple of questions are really about you and establishing your expertise for the audience, and Kalynn typically asks you to share your entrepreneurial journey as a first question if she's never met you before.

4. Please send a **brief bio introduction** for use at the top of the segment and also, specify the contact information you would like to share on the podcast (this is usually a website, email or phone number – We recommend no more than 2 choices or the listeners don't follow through). This is the same information used to create an article on

the ACT LOCAL blog page the week your interview will go live. Also, proper pronunciation of name, company or website if appropriate. Also, we'll need your **landline number** to call as backup. If using a phone connection through your computer use a headset or ear buds so we won't experience feedback during the interview.

5. After the podcast has aired, it is posted on iTunes for free download and is also featured on Stitcher, which is available in many newer model automobiles. You may use the recording yourself on your own website or blog and certainly can and should post about it on Facebook, Twitter, LinkedIn, or your blog both **before and after airing**. You may not sell the recording as a product or market it in any way other than listed here.

6. We always post upcoming guests on the website, LinkedIn, Facebook, Google+ and Twitter the day before the show and ask our guests to do the same and engage with those posts.

7. We require a jpg of your headshot photo to use online as we will be cross---referencing all shows on social media and the ACT LOCAL website.

8. The show runs in three segments with commercial breaks between. The first segment is for *Today's Takeaway*, talking points and tips (8-10 minutes). The actual interview begins at the top of the 2nd segment after the first commercial break where the guest is introduced and we're off to the races. The final commercial break comes after approximately a 30-minute interview, we can tell the audience where and how to reach you, tell them about any freebies you'd like to share and then the show will wrap up (3-5 minutes).

The time goes by VERY QUICKLY especially when you've written down those 4-5 questions. We pre-record the interview and edit in the first segment, bumper music and commercials in postproduction so there is not need to be nervous and any glaring errors can likely be edited out of the final broadcast.

If you have any concerns, just let us know, and thanks for your effort on behalf of the ACT LOCAL audience!