

5 PR Hacks You Can Use Right Now

To Get On TV, Attract More Leads, Position Yourself as a Trusted Authority, and Dominate Your Competition
(And What NOT To Do)



TENXPR

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Introduction

You deserve an audience, and so do your ideas! That's why you should make it your goal to get onto television talk shows, TV newscast interview segments, streaming and online video podcasts.

Going on TV is key to making you a household name – and a trusted one at that. It's one of the best ways to develop sales leads by the bushel, powerfully grow your business, and help you run rings around your competitors.

You can pay to get on TV, but that's not nearly as effective as being invited onto the shows as a guest. And, when you're invited, it doesn't cost you anything to make an appearance. This is called earned media.

How do you get invited? The best way is simply to ask to be a guest.

Who do you ask? In the vast majority of instances, the person to ask is either the show's producer or talent booker. Often, the producer and the booker are one in the same individual.

The thing is, there's a process involved in asking for an invitation, and you need to know it. The process isn't complicated; anyone can do it. But it does require skill – skill that can be acquired and mastered with proper training. Master it you must.



Throughout my 20 years of experience producing TV shows and news interview segments, I booked countless experts, entrepreneurs, business owners, and celebrities to appear as guests.

The ones who left the greatest impression on me were those who knew how to approach me and convince me that my audience would love seeing them on the show. I not only appreciated them, but I respected them.

The guest-hopefuls who didn't know how to reach out properly and make the case for themselves, well, they seldom received any invitations to come on.

My experiences with people wanting to get on TV are not unique. Producers currently running shows in your own community and all across the continent share similar stories.

So, you have to develop the necessary skills to get yourself and your ideas on TV. To help you do that, let me share with you these five basic, yet powerful hacks.



HACK #1

Know Exactly Who To Contact

Before you can reach out to ask for an invitation, you need to compile a list of the talk shows and newscasts airing in your city or region. Next to each show and newscast, record the name, phone number, email address, and social media handle of the person in charge of booking guests.

How do you find those names and their contact information? The simplest way is to Google each listed outlet's main phone number, call it, and ask the receptionist for the name and direct-line number of the producer or booker of the show.

Another approach is to watch the shows all the way to the end and make note of the credits as they roll. The producer's name will be prominent among them.

Alternatively, you can obtain a ready-made media list from your local library, Chamber of Commerce, or organization catering to media professionals (such as the Public Relations Society of America). Their lists can be especially useful for identifying newscast producers.

Avoid This Mistake At All Costs

Some guest-hopefuls figure they don't need to bother with learning the names of the producers. However, you lower your chances of wrangling an invite if you don't use their actual name. For example, correspondences sent to a generic recipient such as "Producer" or "To Whom It May Concern" almost certainly won't reach the right person (if they reach anyone at all).



HACK #2

Watch The Shows You Want To Be On Before Requesting An Invitation

Taking time to view at least a solid week's worth of the shows you think you'd like to be on will help you get a solid feel for the kinds of guests they prefer. You'll then have a better sense of whether an appearance on any particular show will make sense given who you are and the ideas you want to convey to the audience.

By watching, you'll also know what topics the shows like to address as well as the type of questions (softballs, hardballs, or curveballs) typically asked. You'll also be able to determine whether the host is usually friendly or hostile toward guests.

Avoid This Mistake At All Costs

Never shotgun a request for an invitation. When you send in mass requests to every show on your list, you run the risk of being invited onto a few that may want to mock you and your ideas. Unless you're super skilled at handling hosts bent on making you look bad, you'll wish you'd done your homework before making the mistake of contacting them.



HACK #3

Pitch Producers The Right Way

You'll never secure an invitation to go on a show simply by saying, "Hi, I'd like to be a guest on your show." You have to make a pitch. A solid pitch will prompt the producer to stand up and cheer, or at least smile broadly and nod in agreement with your words.

So, basically, your pitch needs to be a sharp-as-a-tack, two-sentence statement in which you explain what you'd like to talk about as a guest, why your topic is relevant to the viewers, and why the specifics of your idea will really resonate. In other words, you must frame your pitch so the producer immediately understands the value your appearance will add to the success of the show.

The most common channel for submitting pitches is email. This requires a strong subject line of no more than 67 characters. You earn extra points for injecting humor into it. Convey authenticity in your email. Producers respond favorably to authenticity, as do their audiences. Take to heart this great quote from 19th Century playwright Oscar Wilde, "Be yourself; Everyone else is already taken."

Validity is also essential to your pitch. It's a good idea to always put live links to your website, your LinkedIn page, and at least one of your social media accounts at the bottom of your pitch. That way, an interested producer can learn more about you and make sure you're legitimate. Lots of cranks try to get on these shows, so it's vital you help producers readily determine you're neither a kook nor a scammer).

Avoid This Mistake At All Costs

Do not delay in responding to a producer who answers your email and asks for more details about you or your proposed appearance on the show. The faster you reply, the better. If you take your sweet time, there's a significant risk the producer will move on and fill the slot with another prospective guest instead of you. Producers have a rule: the first one who fits the bill is IN!

HACK #4

Make It Known That You're Available To Go On Anytime

At the end of your pitch – preferably in a postscript – tell the producer you're flexible as to when you can appear.

You might even mention that, if the producer should so prefer, you can do the show via remote hookup rather than come into the studio. Such an offer will win you points because there are times when producers need last-minute fill-ins for scheduled guests who fail to appear.

Avoid This Mistake At All Costs

Never offer to do a remote hookup if you don't already have good video conferencing software, reliable blazing-fast internet, an ultra-high-definition camera, a studio-grade microphone-headset combo, and a quality ring light to help you look your best. If you lack the right gear, it's likely your time on the show will be marred by picture freezing and audio that falls out of sync with the video.



HACK #5

Follow Up And Follow Up Some More

You've crafted a potent pitch, wrapped it into an email bearing an irresistible subject line and...nothing.

What went wrong? Most likely, it wasn't that your pitch was a dud. Rather, it's quite probable the producer never saw it.

This happens frequently. Pitches land in the producer's inbox and can easily be buried beneath a volume of other pitches and internal correspondence.

If you don't hear back from a producer after a day or two, send a follow-up email or pick up the phone and call. Politely ask, "Just wondering if you had a chance to review my previous message?" You'll be surprised how many producers react favorably to a gentle nudging.

You can follow up again a few days later to ask a non-responsive producer if there's any other information you can offer at this time to further aid the producer's decision.

Avoid This Mistake At All Costs

Never scold a producer for not being immediately responsive to you. In the same sense, never try to guilt a producer into putting you on the show as penance for being slow to circle back to you. If you do either of those, you may find yourself banned from the show and possibly others as well. Producers from competing shows network with one another and share horror stories. Don't become one of their stories.



Conclusion

Getting on TV takes work, but the return on investment is exponential if done effectively and correctly. It's one of the best ways to position your name top-of-mind with your target audiences and the public at large. This will drive your leads, sales, profits, business growth, and competitors full of envy.

If you're really serious about building your brand authority, appearing on TV screens weekly (or even more frequently), and becoming the go-to expert in your niche, then I invite you to sign up for my advanced Public Relations & Media Mastery Program!

Click the button below now to explore the mastery program
and reserve your spot:

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