



Business**S**uccess**C**afe

Business Success Strategy: Interviews!

**How Find People to
Interview YOU and Find
People You Can Interview**

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Preface

I really think that for most of us, if not all of us, the opportunity to interview and be interviewed should be part of your business plan, and part of your strategy.

Now, even if you're interested in more of a fully automated system where you're never talking to people; you just set up replays on demand etc., the opportunity to be interviewed here really allows you to create relationships with joint venture partners.

For any business, no matter what your business may be, it's all about relationships, isn't it? Not just relationships with prospects, customers or potential business partners, but relationships with people who can introduce you to other people.

Being interviewed is a great way to accomplish not just creating fantastic relationships, but getting some great results as well.

I see the struggles that people have, getting in touch with their prospects, or more importantly having their prospects on their email list, or in their social media sphere.

Now when you've been doing this as long as I have, "they" start coming to you.

But we all started at the beginning.

How many interviews do you want to do? How many do you need to do? How do you get in touch with your prospects? How should you go about contacting someone for an interview? What should you say? What should you not say?

Attached for you, is a modified version of an actual training webinar I hosted, which I know contains valuable information that you can use in your own business, whatever it may be. Wrapping up my document, are some templates you can modify and personalize for your own use.

To Learn More About How YOU Can Host YOUR OWN Expert Interview Series [CLICK HERE!](#)

Yours in success,

Cathy Demers

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The Reach Out and Touch Someone, Success Strategy

I see the struggles that people have, getting in touch with their prospects, or more importantly having their prospects on their email list, or in their social media sphere.

The "Reach out and Touch Someone" Success Strategy comes from way back. Some of you may remember the telephone campaign: Reach Out and Touch Someone.

I've actually revised the title a little bit, but we'll get to that in a minute.

Here's the thing. When people try to build their influence and build their list, they create the solution, they create an informational webinar and they create an opportunity to for people attend a workshop, or purchase a digital version of their workshop.

They get this "thing", and then want to put the word out.

What a lot of people tend to do is go into social media and flood the airways, with...

"I have a solution! look at me! come and get on my list!

It's a noisy world out there and you're trying to interrupt people while they're socializing with their friends.

It's difficult enough to get your message out on social media, to build a list and get people to buy your product or service, whatever it may be!

It can be extremely difficult to get "conversions", and by this I mean, the number of people who actually see your posts on social media, who then register for your free gift, or webinar, or whatever!

Use What Your Mama Gave You

Now, using advertising such as Facebook advertising, is still cold leads, you're just reaching more of them. Instead of reaching 100 people on your fan page, you can reach 10,000 people by pouring enough money into advertising. There are some other ways of doing it, but today I want to show you a strategy that will bring a lot of people, warm leads onto your list and it won't cost you a thing.

With Facebook you can send messages, asks for phone meetings, connect with others by reaching out, sending friend requests. But be careful here. You need to think about connecting with others it in terms of what would be in it for them to have a conversation with you? Once you hit on that, that's how you approach them.

This is a marketing system, and I would really strongly encourage you to systematize what the different pieces are. Your virtual assistant can help you reach out to on an ongoing basis. Get those referrals going.

All The World's a Stage

How difficult would it be to get on a stage and speak in front of a 1,000 people? Imagine that. Speaking on a stage in front of 1,000 people.

In the virtual world you can literally get on a stage in front of tens of thousands of your prospects, just by investing an hour or two of your time. Why not spend some of your time, maybe even great gobs of your time, getting onto these virtual stages, in front of these people who are there because someone else suggested that you're the one they should listen to, that you've got great stuff.

Rather than reaching out and touching ~~anyone~~ someone, why not Reach Out and Touch Someone...Who Knows A Lot of Your Prospects?

When you Reach Out and Touch Someone, it really requires you to step out and touch not only someone, but certain, specific, particular people. I know a lot of people are thinking, "My list is tiny, I don't have a big influence. These big players here aren't going to want to talk to me." Well the truth is, they are.

Little Fish, Big Pond

Years ago (I've been doing this for a long time) when I first started the Business Success Cafe, I reached out to someone who had a list of a 160,000 people. A hundred and sixty thousand people. My list at the time was 2,000 people. We had a great conversation, and he introduced me to his list that included people who had lists of fifty thousand people and they talked to me too.

Now, not everyone who's a big influencer, with a big list, is going to want to spend some time talking about how you can help them and how they can help you. You don't need a hundred of them do you? You just need one or two. This is an amazing opportunity but for a lot of people, it's just not generating results because it requires a bit of time.

Investing Yourself

Through social media, through finding the influencers, and then getting this referral network going, is how I developed over 200 relationships with some significant players in the industry to help me build my business.

It's really easy and takes just a few minutes. Invest it. Invest yourself, as the payoff can be incredibly huge. It's a system: target influencers, follow and promote them, get their attention.

The Influencers in Your Market, and How to Find Them

How do you find these big influencers? If you don't already know who they are, my big advice, the quick fast way is to just get on Facebook and do a search. This is really quite basic stuff.

I really encourage you to take a look at who the big influencers are in your market. Find them on social media, they stand out like a sore thumb. Figure out how you can get their attention, get someone to introduce you, or just reach out and ask them for a phone conversation. Reach out and touch someone who's influential in your marketplace.

On Facebook I searched "Relationships."



You can see here that there's a number of different searches that came up.

“Relationship goals” 100,000 people talking about this
“Relationship quotes” 98,522 people talking about this
“Relationship rules” 98,968 people talking about this

Let's dig a little bit deeper, and look at “Relationship rules”.



Now this particular group is almost 8 million people strong.

Now, if I could spend an hour or two of my time figuring out how to support this group, get known in this group, find the organizer of this group and maybe have a phone conversation, I think it might be worth it.

Why waste my time trying to splatter my message out there only to get one or two social media followers at a time, hopefully grab someone to opt in and get on my list? It took me 2 minutes to find these people. Now, there's some work to be done to establish those relationships, but with this kind of potential payoff, I think I'd be in.

Google podcast interviews, and Google people who are in your niche who have been interviewed. This would be a great job for your virtual assistant, by the way. Here's the process really quickly. Identify shows in your target market, podcast, interview programs in your specific target market. Just come up with a list or get your VA to do some searching and find it for you. Then follow up on those shows. If they have postings on Facebook or comment sections, follow and comment. You could even have a VA do this.

I looked up “Job Search” and came upon Student Job Search help, a non-profit organization that has 90,000 likes. If this is the area that you're in, there you go.

I searched "Love and Respect". Guess what? 1.6 million likes. These people have done the work, they have set the stage! They have those big groups of people that you can get in front of.

Here is a lady by the name of Shawne Duperon, who has a project called, "Project Forgive."

A week after being nominated for a Nobel Prize, Shawne is reaching out to me.

*These people are **big influencers**, and **worth my time and attention**.*



There are 702,888 people who like this. Now I have interviewed Shawne a couple of times, and last week she reached out to me and said, "I'd love to be on your program again, and I'd like to promote you. Cathy, we work so well together". Now Shawne has a number of different projects that she's working on, but about three weeks ago she was nominated for a Nobel Prize, for her work with Project Forgive.

A week after being nominated for a Nobel Prize, she's reaching out to me saying, "Cathy, let's do something." This didn't happen overnight, this took some work. These people are big influencers, they're worth my time and attention.

Shawne shared a post from Project Forgive and received 505 likes. I don't get those kind of likes. Makes sense for me to pay attention to what she's doing.

I let Shawne know that I promote her and support her, then when it's time for us to talk again about another project, she's in. She's one of my big influencers.

How did I get into a relationship with this Nobel Prize nominee who's got 700,000+ people following what it is she's doing?

I was introduced.

The Introduction

I have interviewed over 200 Experts on the Business Success Cafe. Most of the Experts are unique and some of them are repeats I will admit, however I still had to find and build those relationships. I did it through introductions. Introductions are the best when introduced by someone who already has a relationship with an Expert. This eliminates you having to do a lot of warm up. Besides, these Experts don't have a lot of time to be warmed up, they're pretty much are expecting you get right to the point.

Connect with someone who has a relationship with large groups of your ideal prospects and ask them to make the introduction, rather than you trying to call out into the wilderness, "Look at me, look at me, here's my stuff". You are introduced to someone who already has a strong following, who already has a warm relationship with your prospect. Get them to send the message out, "Look, she has a solution, check her (and it) out."

This is much faster, a lot less expensive, and it's a far less risky way to build your prospect list because you're risking a little bit of your time, not great gobs of your money.

I interviewed Tracey Repchuck, who introduced me to a lady named Marbeth. Now, Marbeth didn't have a solution that was a fit for me, but we had a great conversation.

I asked her "Well how can I help you?" She said, "Oh I would need to meet these kind of people." I said, "Oh, I need to make these kind of people." Then she introduced me to Shawne Duperon via email – VOILA!

The big power of social media is, it gives you the opportunity to reach and establish connections with large influencers. You start this network, you start introducing each other, and it just builds, and builds, and builds.

Now when I do an event with someone like Shawne Duperon she gets me in front of her people. I'm not having to build those relationships one at a time, I am on her platform; on her stage in front of her followers.

You need to put yourself out on the line, but it's just one to one. Reach out, these pay off. LinkedIn is also great because you can really message people, actually read their messages on LinkedIn, establish a connection, reach out and ask for a personal connection.

Once you've got that personal connection you can send them a message. I would send them a message that says, "I understand you're in this market, I'd like to have a quick conversation about how we can help each other," you

might want to mention, "I am not going to try to sell you anything, I promise." Sometimes that's helpful, a little bit of information maybe about what you do, a link to your website, something like that. Make it about them, make it about what's in it for them.

When I have a conversation with someone, like Marbeth, even though it didn't go anywhere because what she had was not of value to me at that time, what was of value, was her connection and my introduction to Shawne.

Now that I've Got Your Attention...

Think in terms of, what's in it for them to promote you? It's really like a sales conversation isn't it?

Ask questions:

- What are you trying to accomplish and how can I help you do that?
- Tell me about your business.
- Why is it important to you?
- What do you need?

They will explain, you think "Okay, they need some great social media content", your response is "Wow, okay! I've got something for you." That's the difference. Tell them what you have for them...and you're in!

If you just emailed an Expert and said, "I want you to promote my stuff," or get on the phone call and say, "Hi, how about you promote my stuff?" that Expert is likely be thinking to themselves, "Why did I agree to this meeting?"

I've had people send friend requests, then immediately email me asking for a phone meeting, or they've already emailed asking me to promote them to my list. At which point I go, "Yeah, no thanks. I'm busy."

The warm introductions work better, but don't be afraid to just ask for a phone conversation. But just ask for one. Even if it's someone that you don't know very well. Make sure that you phrase it in such a way, that you have something that might benefit them and their business, and you'd like to explore it.

Tell them why interviewing you is good for them.. The WIIFT. It's not a local radio station. It's the What's In It For Them, the interview host. The number 1 challenge for a host is finding great content easily and efficiently.

The Interview ~ A Means To Your End

Interview programs these days are hot. They are hot. Podcasts have been around for a long time, but there are so many different interview opportunities because it's just really a hot way for the people who are hosting these interviews to get their name out, build their credibility, get their content out to their peeps, create a following.

They're really easy to find in any market. It doesn't matter what your niche is. You will find that there are interview programs, for just about anything. Seriously.

Now when you've been doing this as long as I have they start coming to you. But initially, you have to start somewhere, you're going to need to do some reaching out. We're going to be talking about that. Even if they do come to you, there's certain ways to handle them. Let's go through this.

Interviews are easy to do, both technically and strategically. Once you've created your signature talk or your information webinar content, you can repurpose that content over and over. I was marketing a program a couple of years ago. The talk that I did, I must've delivered 50 times and it just got so easy to do. I could a 10-minute interview, or an hour and a half interview because I had the content I just delivered it over and over again. Again, every single niche is represented.

Another great aspect of interviews is, one interview can lead to another and to another and so on. If you think about any of the top most visible names you see in the marketplace, no matter what your niche is, it's because they're doing interviews. They're everywhere, on every program, doing interview after interview. This is true for TV as well. You never see a rock star or an author who doesn't do a lot of interviews.

Before you Ask ~ Be Clear

Get really clear. The clearer you are and the more in touch you are with the benefits of being interviewed, the more likely you are to reach out and do the work and add it to your system, add it to your plan of doing and having interviews. What's in it for you? What's In It For Them?

Start with getting clear about your objectives. Really get in touch with these, because reaching out to people to request interviews is proactive work. You need to be committed.

We tend to fall in love with our stuff and forget there's a person on the other end who's not so in love with our stuff...yet.

How To Ask ~ When You're Ready

The number 1 objective usually is exposure. People get to know you, see you, connect with you, see you here and see you there. Your credibility just skyrockets when your prospects seeing you doing all these interviews in all these different places, because now you're positioning yourself as an expert. You can build relationships not only with potential prospects and people who might actually work with you, but relationships with other people who are doing interviews as well. What a great objective.

When you say you have skills and expertise in a particular area, that's one thing. But when someone else lends you credibility, that's a whole other animal altogether.

Your credibility just skyrockets when your prospects seeing you being interviewed... now you're positioning yourself as an Expert.

When I interview people with the Business Success Cafe, I really don't say much. I basically introduce them, they talk, I might have a question or a comment and then I thank them. But in my follower's mind, that person has instant credibility because I'm introducing them and I have some relationship with those people.

Experts want to know they can trust you to make them look good to their people. They want to know that you'll have great content and delivery, that you'll do what you say you will and that you'll follow through. That you'll be on time, or send the required documentation or slides, of whatever it is that will make them trust you.

Did someone the Expert trusts, refer you? Because it goes a long way to know that a lot of my questions are answered for me, this giving me a much higher level of comfort.

Will you make it easy for them to promote your interviews? What would make it easy for them to promote an interview?

When you reach out, provide a benefits summary, (i.e. what's in it for them) and include your bio and headshot, or at least mention that you have all of the promotional content prepared to make it easy for them. Reference the interviews you've done with topic ideas that match with their audience.

Now this is important. Do a little bit of name dropping. You've done interviews for X, and X, and X. Could be associations or specific people. Don't worry about whether or not they've heard of them before, because in their

mind they'll be thinking, "Hmm, I haven't heard of those. Why haven't I heard of those? I probably should've heard of those." They tend to think that way instead of, "Well, those are not names I recognize. They can't be very important." We tend to take the approach that, "Hmm, am I missing something? I should probably know these people."

Often this whole idea of who can vouch for you. You don't have to have someone who's willing to say, "This person is great," but that kind of name dropping or, "I've done a presentation at such and such organization, I can customize it for your people," anything like that would be helpful to know that you have a bit of experience in presenting or being interviewed. That would be really helpful.

Indicate your willingness to customize to suit the Experts' audience, so they are assured that it's really designed for them and for what would work for their audience. Ask for a 15 or 30 minute phone call to discuss it. Start with a 15 minute phone call if you don't know this person very well or if you haven't been introduced. Make it short. Just about everyone would agree to a 15 minute phone call. It's amazing. They don't see it as a big ask.

Then, be prepared to provide a sample of an interview you've done, or a transcript, because if you've done an interview or even a presentation for free information call, it can be really helpful to just to get a transcript made up so that you can just include sections of it to send off to this potential host.

I recently started using a service called rev.com. It's great if you have an interview or an informational webinar that you need to get transcribed, because you can then use the content for other webinars, other talks, blog posts, etc. Their transcription costs are \$1 per minute US. So, for a 20 minute interview, it's \$20. The turnaround is typically less than 24 hours and it's amazingly accurate. Don't get everything transcribed, but if you have a signature talk that you've done, consider having it transcribed to cut out pieces of it for your work with getting these interviews.

When you've done an interview with an expert I highly recommend that you also set up the post-interview debrief. What went well, what didn't go well. they say, "Wow, you did a fantastic job," you might say something, "Oh, can I quote you on that?" Don't be afraid to ask if they've said, "That was one of the best interviews I've ever heard," or something like that.

During that post-interview debrief is when you ask for referrals for others who might interview you. Also, if it works for you, offer to interview them!

I was talking to a fellow a couple of weeks ago who I had asked for some referrals and said to him, "So, who can I refer you to," and his response to me was, "Oh, Cathy, I have such a business crush on you," so we'll do more together. We really will.

If someone else has introduced me, I keep the email quite short and really go for the "let's talk, book a call". You don't need a lot of information there because they're more likely going to respond. Basically I say:

I'm grateful that (so-and-so) introduced us. She says you're uber smart and I believe her! I'd love to explore having you featured on the Business Success Cafe.

It's unique and simple. I say that, because there's so many podcasts and shows out there.

Let's talk. There's more detail below but if you want to skip all that and go directly to booking a time with me so we can see if it's a good fit for us both...

In other words, I know it might not be a good fit for you and it may not be a good fit for me, but I'm acknowledging that might not, and I'm not making any assumption it is a good fit. I've made it easy for you to quickly schedule a 30 minute phone call.

Really looking forward to learning more about you and I hope to hear back from you soon.

Then further down the email is more information about the program, where you could your bio, some examples of topics you've spoken to, people who've interviewed you. Plus too many more to mention here. It doesn't have to be long and involved, but often I find with people that I want to interview, they're quite busy and they're like, "Okay, is this a real program," because you really have this kind of organized in a way that's going to work for me.

Don't include attachments. More often than not, people are reading these emails on mobile devices and attachments are problematic.

I do recommend using a scheduling system to make it really easy for them to schedule a time rather than having to go back and forth. I know for some people that's an additional cost, but it does make it really

easy for these people to just click click on your calendar and they're in. They're more likely to say yes because you've made it really easy for them.

If you think of anyone who is a presenter, a speaker, coach, consultant, that you follow and they have high visibility, it's not because they've just been busy posting in Facebook. It's because they've been speaking, speaking and interviewed. It's an important key part of your strategy.

Giving the Content

Also, you can even provide them some blog content that they can use. This can be done really easily if you have a transcript. There's easy ways to do that. You don't need to go that far, but let them know that you're going to make it easy and provide them a lot of the content that they're going to need to promote it.

I had someone who's going to be promoting an interview coming up for me, and so we got busy just creating some content, some graphics, pardon me, so that she could use on our social media post, because if I can provide her with the graphics that she's going to use to promote me on social media, she'll be more likely to do it. It's easy.

Social Proof ~ It's In The Pudding

Social proof is great and it's a great opportunity to gain credibility and to list build.

Doing interviews will get you scores of people coming to your list to check you out, so have a call to action. If you're doing podcast, the list building opportunity may not be huge, but if someone is interviewing you on a webinar and they send people over to your website to register, then it can be an awesome list building opportunity. I interviewed someone a couple of weeks ago, and as we were registering people onto his list, I sent him hundreds and hundreds of new people.

You Don't Need All The Answers

You don't need to have all the answers to have these conversations. It's about the questions you ask, not the answers you give. Just come prepared to be curious about what their business is about, what they need, to determine how you can help them. You don't know how you can help them until you have that conversation,

because you don't really know what they need. You don't have to have the answers, just come prepared with three or four questions to start the conversation.

What NOT To Do

Here's an example of a message that I got in LinkedIn.

Hi, Cathy, I hope you're doing well. We connected last fall. I'm intrigued with your Business Success Cafe idea. Wonder if you're looking for speakers. I offer presentations that open people's mind to the difference between being on autopilot and becoming mindful. I'd be interested to catch up with you over coffee to discuss further and learn more how you are doing with your practice and anything you have discovered that has helped you on your journey. Best regards

Here's the thing. My challenge is not finding great people to interview; as you can see people come to me, so it's not finding people to interview, my biggest challenge is finding great people to interview efficiently. My time is valuable. I don't have time to call all these people who say, "I'd like to be interviewed." There's just too many of them.

I need to know if it's a fit without having to spend a lot of time only to find out that I am in the unenviable position of saying no. No one likes saying no. I hate saying no. I want to say yes! I love to help people grow their businesses.

That's often why when people reach out for interviews and don't get a response. The person that have asked is in the terrible position of having to say no and they hate doing it so they drag their feet.

With this particular message, what do you think that's wrong with it? How could it have been improved? What's missing?

Let's look at it again:

Hi, Cathy, I hope you're doing well. We connected last fall. I'm intrigued with your Business Success Cafe idea. Wonder if you're looking for speakers. I offer presentations that open people's mind to the difference between being on autopilot and becoming mindful. I'd be interested to catch up with you over coffee to discuss further and learn more how you are doing with your practice and anything you have discovered that has helped you on your journey. Best regards

It's vague, it's not specific and it's boring. It's all about him. He's not offering anything to me, the hot, or what he can bring to the table. He is saying "Interview ME, coach ME, share with ME all your great stuff and of, give ME your time over coffee". Asking a bit too much?

It's All About Me

It's easy to connect the dots to business for entrepreneurs, but he's asking me to do all the work. In other words, he has said, this topic is not really for business or entrepreneurs, but we could make it fit, but I'm not going to tell you how or how it fits, you have to figure that out, you connect the dots, because I can't be bothered to connected them for you, because this is about me.

What he's assuming here, is that I'll take the time to have a conversation with him to figure it out.

Sorry, I don't have that kind of time.

And what's with his last line? This was one of the biggest turnoffs for me:

And anything you have discovered that has helped you on your journey. I would like to have coffee with you to pick your brain.

That's great and all for him, but I'm thinking to myself, "What is in it for me?"

What would be great, would be if he had described what he envisioned for the end of the talk:

You know, I have a great opportunity and a system following up on the interview that I think your people would love.

And frankly, he's spent no time buttering me up. Nothing. It could be as simple as:

I'm intrigued with your Business Success Cafe. I've attended a couple and I learned a lot, and really enjoyed your style. Thanks so much!

This says to me, he registered, he came, he saw, he listened and liked. It says something.

Don't get me wrong. I'm sure he is nice person, likely with great content, but he's just taking the "I know what's in it for me" approach, which is such a common problem on our sales pages, and presentations. Get yourself out of your shoes and into the shoes of the person that you're talking to.

Remember Experts are always in danger (and in fear) of spoiling the relationship with their list by providing content that's not valuable to their list, or by interviewing someone who is no good. It's not that we don't want people for whom this is their first interview. But I don't know this guy from Adam. He may come on the interview and do a terrible job, simply because he doesn't know what he's doing.

He Missed The Mark...AGAIN

One of the most important things that you can do is mention that you've been interviewed before. Tell the Interviewer:

I know how to deliver content that your people will find valuable, (basically, I'm going to make you look great, and I know how to make it easy and rewarding for you).

That's missing from our friend's email above - there is no reference to any previous speaking events.

Is this his first interview? Has he done lots of interviews? Whose he done interviews with? His message could be clear, succinct and short:

I've done several interviews and I've received great feedback.

Or, something like I like to do when talking to someone who may potentially interview me:

I know how to make this really great for your people, rewarding for you, and very easy.

But when you reference other interviews you've done, people kind of get that. They think "Oh, this person is not just reaching out because they don't have anything better to do. They're actually in demand."

Remember, whenever you interview someone, ask them who else has interviewed them. If they've been interviewed by other people, you want to talk to that person, so that you can get on their program. Remember earlier? Make it part of your strategy. Never have a conversation or an interview where you haven't asked that question, whether you're interviewing someone or whether they're interviewing you.

Running to Stand Still – No Clear Call To Action

I had a client who found immediate gratification when she did the interview. She enjoyed the interview and it went well but when it came to actually getting anything from people, nothing happened. She was left wondering "What's that all about?" This is not an uncommon.

She didn't have a lead magnet or clear call to action. When you're doing an interview, you should always have a call to action that, at a minimum that gets people onto your email list.

Having your lead magnet in place and a strong call to action that says, "Hey, I've got this free gift for you, I really want you to come over to my website because I want you to give me your email address," you're not going to say it quite like that, but you get the idea.

Simply talking for the exposure and credibility, doesn't get you any results over time. It takes a long time to build your exposure and credibility, because the only way you can really do that is to get in front of bigger and bigger and bigger audiences, like thousands.

If people really need help in a particular area and you've given them some great information and then you drop them like a hot potato, you're not doing them any favors, because you haven't solved all their problems. You owe it to them to have a next step and not doing so is really doing them a disservice.

The Business Success Cafe always, without exception, has a call to action.

It puts the success in Business Success Cafe!

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Use them as templates, changing details as required for your niche and personality!

Sample 1 ~ The Checklist

- Send Series Info +Link to Schedule an Info Meeting
 - Prep for Information Call with Expert
 - Have Open Booking Dates Available
 - Review Experts website
 - Know who referred them
 - Have phone number to call
 - Information Call with Expert
 - Discussion Points for Information Call with Expert
 - Confirm expert has time available for the call
 - Objective of Call
 - Review the Opportunity
 - Exposure
 - Revenue
 - Any other benefits
 - Confirm Expert meets criteria
 - Criteria Examples:
 - Evergreen Product
 - Affiliate program
 - PowerPoint Slides
 - Willing to send 2 solo emails
 - List Size
 - Affiliate Commission
 - Confirm Offer Details
 - Confirm dates and other commitments
 - Examples:
 - Air Date
 - No "live" appearance conflicts
 - Promotional Dates
 - Recording Dates
 - Confirm how much time is required
 - Slides Due date
 - Description and other information Due Date
 - Discuss Expectations for content i.e. educational topics covered
 - Let them know you will follow-up with 2 Emails
 - Post Information Call Follow Up Emails
 - Email with Confirmation of all commitments and dates
 - Email with checklist and when things are due
 - Send Sample Promotional text
 - Includes dates to email and promote
 - Include affiliate links

Sample 2 ~ Email to Expert ~ Interview Invite

Subject: Overview of Opportunity + Link to Schedule a Call to Review Details and Book Dates etc.

Hi {NAME},

I think it's wonderful that you are interested in being featured on [name of your program]!

From what I can glean from your website, your expertise would be a great addition to this program and, this may be the easiest and most rewarding promotional activity you undertake this year! Expert presenters featured at the [name of your program] include [examples of past experts featured] plus too many more to mention here - you would be in very good company! You may review the expert presentations "on deck" at the [name of your program] for the upcoming weeks at: [link to upcoming interviews]

As a featured presenter you can expect:

High-value targeted exposure for you and your products

I have a very responsive list of small business owners who are looking for solutions like yours. The Business Success Cafe experiences an extremely high optin and retention rate because attendees love the content and they look forward to the new topics announced weekly.

Recurring Monthly Affiliate Commission

In addition to the revenue you earn from providing your solutions to [name of your program] attendees, there are up-sells with very attractive (and highly unusual) conversion rates that will generate 40% monthly recurring commission for you. I will be delighted to fill you in on the details.

High Immediate Viewership

It's no secret that these days it can be hard to get people to attend a teleseminar or webcast live. If they download a replay, it's even harder to keep the information from becoming part of their ever-growing "I'll listen to it someday" library. This problem is solved (I'll explain how) and the solution ensures that those who need your information actually learn from you and review your offer right away –not someday.

Continued Exposure Into the Future

In addition being offered free for a limited time to the public via [name of your program] your presentation and offer will be made available into the future prospects who have demonstrated a willingness to purchase...just the kind of folks you want to see it!

Designed to Work with Your Busy Schedule

You are busy and I have dozens of [name of your program] events under my belt so I know how to make your participation a breeze! Your presentation will be pre-recorded on a date and time that works for you and I'll provide everything you need to make the event a success.

What's the Next Step?

The [name of your program] is very popular with guest experts and I am booking well in the future. If you know you are interested in this opportunity - let's take it to the next step...a quick chat. During that call we can assess if it's a good match for us both, and if it is...lock in the next available [name of your program] presentation date that work best for your schedule.

I've make it easy for you to quickly schedule a 30 minute phone call (in your time zone). Just click this link: {LINK}

I am really looking forward to learning more about you, {NAME}.

[your signoff]

Sample 3 ~ Fillable Form ~ Expert TeleChat

Some of the details you should note prior to your call, and other details you can fill in as you go!

DETAILS FROM INFO CALL

Expert name:	
Chat date:	
Referred by:	
Air date:	
Email address:	
Phone number:	
VA name/email:	
List size:	
Recording date/Time:	
Promo dates:	
Expert Info due:	
Expert Slides due:	
Commission:	
Offer details:	
CTA details:	

Sample4 ~Email Expert ~ Confirm Interview Details

Subject: {First Name} {Last Name} (Please reply) Summary of Commitments ~ [name of your program] (Summary of Dates and Details) (Initial Expert Set-Up Email 1 of 2)

Hi again, {NAME}!

(Please reply, conforming receipt of this email, so I know you have received this important information about your upcoming presentation)

It was a pleasure chatting with you {NAME}! I am tickled pink that you are presenting at [name of your program] in {MONTH}!

As promised, here are the details about your upcoming presentation at the [name of your program].

This email summarizes the dates and commitments we agreed to. Please review it and let me know if there is anything amiss. I'll be sending you, via a separate email, a check list of things I need to get from you.

This summary might sound a bit formal, but I want to be sure I haven't left anything important out and that you have an opportunity to see it all summarized in one place.

By participating in the [name of your program] you have graciously agreed to:

- Provide a [duration] minute presentation, including an offer for your product, targeted at [your market] Your presentation will "air" at {TIME} am Pacific on {DATE}.
- We will record your presentation on {DAY OF WEEK} at {DATE}, {TIME} am/pm Pacific Time (Note: Please allow {LENGTH} hour for recording your interview)
- A copy of your presentation slides by {DATE} so I can flag potential issues before I upload them to [your recording system]
- An affiliate commission for purchasers of your product via my affiliate link for your product/program.
- Solo email to your list on {DATE} and {DATE}
- Special promotions in your in your newsletter
- Permission for royalty-free use of your [name of your program] presentation in promotions and products in the future.

For our recording of your presentation:

Host Callin Number: xxxxxxxxxxxx

Host Callin PIN: xxxxxxxxxxxxxx

A few minutes before the recording event is due to begin, I will send you an email with a special link that will allow you to control the slides and advance them at your own pace.

That's it for now, {NAME}. I'll send you a separate email with the information I need from you I am delighted that you will be an expert guest at the [name of your program]! I just know that our "peeps" are going to love your presentation and will want to learn more from you.

Warmly,
Cathy

Sample5 ~ Email to Expert ~ What I Need From You

Subject: {First Name} {Last Name} (Please reply) What I Need From You ~ [name of your program]
(Expert Set-Up Email 2 of 2)

Hi again {NAME},

(Please reply so I know you received this important information about your upcoming presentation)

In preparation for a fabulous [name of your program] event and successful promotion, here is what I need you to do next:

Sign up for my affiliate program here: {LINK}

Please provide (by {DATE}) and in a single email if possible):

1. Title of Your Presentation
 2. Short Description for the Registration Page (examples are here {LINK})
 3. Short Bio (will be used on the registration page & to introduce you):
 4. Photo of you (for the event registration page)
 5. The link to enrol in your affiliate program. Once I've done that, please send me my affiliate link for your sales page (for the offer you will make during the Cafe presentation).
 6. A copy of your presentation slides by {DATE}. Please use this link to direct viewers to your sales page (I will redirect my affiliate link when you provide it to me): {LINK}
- That link has been created for your presentation and I will redirect it to your sales page, via my affiliate link, once I have received that link from you.

Additional Information Regarding Your Presentation Slides

1. Please use this link to direct viewers to your sales page (I will redirect my affiliate link when you provide it to me): {LINK}
2. Information about the [name of your program] Presentation Timing
Total Length of Presentation = 20 mins maximum
.5 to 1 min = My Introduction of You
16-17 mins = Your Education Component
1-2 mins = Your Irresistible Offer
.5 to 1 min = My "thanks" and close
3. Please ensure that any links back to your site, including for links for free resources, used in your presentation are to be redirected via this link {LINK} (which will redirect via an affiliate link) for your site/product to ensure credit for sales back to me - my gratitude.
4. As you are preparing your slides, please note slides should be sized at {SIZE}.

Thank you so much, {NAME}! Let me know if you have any questions.

Sample 6 ~ Email to Expert ~ Promotional Text

Sample Email to Send to Expert with Sample Promotional Text to Promote the Series

Hi{NAME}

All is ready for your event on {DATE}, and your fellow presenters are ready to start their promotions.

What a HOT group of experts...you are in great company!

The lineup for April can be seen here: [link]

Here's what we need you to do now:

1. Schedule your first email blast to go out on {DATE}

I've provided you with some sample text below...feel free to edit it to make it "your own" and extra juicy for your peeps. You may also want to add a personal comment about your relationship with me...but I'll leave that up to you.

2. Schedule your "day before your event airs" email blast to go out on {DATE}. Sample text is also provided below.

I've included your unique affiliate link in the sample text below. Be sure to use your favorite tool to make it look inviting.

Let me know if you have any questions...and thanks again...my gratitude is immense!

Warm Regards,

[your signoff]

Cathy Demers

BusinessSuccessCafe.com

