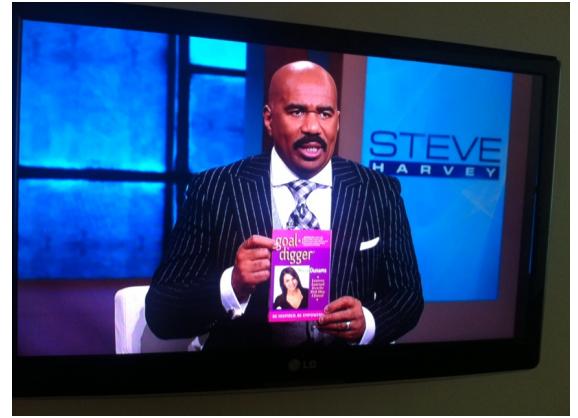


How to Get Booked on **TV Talk Shows**

Alicia Dunams

As you probably know, television talk shows are watched by millions of viewers every day. People tune in to Ellen, Ricki Lake Show, Steve Harvey Show, amongst others, to be entertained and informed, so the producers of these shows are always looking for hot new topics and knowledgably guests. In addition, producers strive to introduce trendy products and helpful services that could benefit lives of their audience. To do so, they look for guests with expertise and credibility—guests who bring exiting new solutions, ideas, and value to the show.



Benefits of Appearing on TV

By appearing on TV talk shows, guests have the opportunity to do much more than provide insight and information to their audience and viewers—their appearance and introduction to millions of viewers across the country brings with it incredible publicity—publicity that can bring massive exposure and recognition.

Do all talk show guests receive fame? Not all talk show guests become overnight sensations or household names. But those who know how to leverage their expertise and are well versed in bringing value to an audience can become celebrities in their own right. There are many benefits to those who capture the spotlight on a television talk show, many of which cannot be attained in other forms of promotion. The direct benefits include:

- Exposure to thousands or even millions of viewers
- Free publicity (that reaches more people than paid print advertisements, commercials, etc.)

- The endorsement of producers and hosts an opportunity to present and establish yourself as an expert or authority in your industry
- Social proof (i.e. the picture of Steve Harvey holding a copy of my [book](#).)
- Respect among colleagues, experts, and media
- Future invitations, either to appear on other shows or return on a one-time or regular basis
- An opportunity to plug your products or services

Those are just the top benefits. There are also indirect benefits that stem from being on talk shows. Those include:

- **Attracting speaking engagements.** You can use pictures of you and the host in marketing collateral or your speaker packet. Or you can use video footage as part of your speaker's reel.
- **Increase your fees.** You can use your new status as an expert to increase your fees as a speaker, consultant, coach, professional, etc.
- **Book and product sales increase.** Oftentimes, after a TV appearance, you will experience an increase in sales of products and programs.
- **Attract other TV producers.** Additional interest and exposure from other media sources that promote your guest appearance and seek your expertise
- **TV Credentials.** Credentials that will put you at the top of the list for reporters and radio and television hosts.

There are thousands of entrepreneurs who have great ideas, products, or services who would love the endorsement that comes with being on a talk show, but, unfortunately, they don't know how to attract the attention of talk show producers. Celebrities already have that advantage. But did you know that many of them got their start on talk shows, too? Rachel Ray

and Drs. Oz and Phil got their start by being a guest on talk shows long before they became hosts of their own show. You, too, can use your expertise to land a lucrative segment on television, if you know how to increase your credibility and leverage promotional opportunities. In this special report, we'll cover the five effective ways to appeal to television producers and become a featured guest on television talk shows.

1

Writing a Book

The word "author" is derived from the word "authority." There is no better way to establish yourself as an authority in a particular niche or industry than to write a book. Agents and producers look for validation of an individual's expertise and credibility when they're seeking guests. The word "author" in your credentials and the name of your book supports your expertise and gives you a significant advantage over the competition.

I am a prime example of the power of a book. As the author of *Goal Digger: Lessons Learned from the Rich Men I Dated*, I've been on local talk shows, as well as national shows. In 2007, I was a guest on Great Day Houston, and I've also been on Ricki Lake's talk show and on the Steve Harvey Show. It was my knowledge and expertise they were seeking, but the book is what enticed the invitation.

The fact of the matter is you can be an expert in your field, but without a book or some way to validate your expertise, a producer has nothing but your word to support your expertise. By featuring you as a guest on their show, they have to take a leap of faith—which is a risky move in a world of so many “so called” experts. However, book in hand, they have proof that you are authority and the ability to gain insight into what you can bring to their audience.

If your book is a bestseller, you boost your chances. You don't have to be on the New York Times Bestseller List, but you do have to have verification that your book, and the message it delivers, is of interest to their viewers and that you will bring value to the audience. Becoming a bestseller on Amazon.com in categories related to your industry is a great way to gain that credibility. Remember to take screen shots of this bestseller status so you have social proof of your bestseller status. And every producer loves to let their guests know that they are featuring a celebrity on their show—having a book to distribute to their audience or hold up to the camera is an excellent way to relay to viewers that you are the go-to person and a mover and shaker in your field.

2

Networking

Relationships with decision-making producers can up your chances of getting on TV.

While it's undisputable that in order to get on television, you have to know what you're talking about. In this case, it is what you know. But to increase your appeal to producers, who are inundated with pitches from prospective guests, don't overlook the power of networking, whether in person or online. Who you know can be the deciding factor in whether you or the "competition" becomes their next featured guest. Case in point, in early 2012, I was introduced to the [Friends of Ricki Lake](#) social media community by the original founders Britt Michaelian and Dabney Port. The purpose of "Friends of Ricki" is to create a social media community that would support the new season of the show. It was because of my involvement in the community and my interaction with producers, that I was booked on the Ricki Lake Show in the first month of shooting.

Professional and social networking opportunities can connect you to people who have those connections. By receiving their endorsement and support, your appeal can skyrocket. It's also true that you might not meet the ultimate decision makers who invite you to appear on talk shows, you could very well connect with somebody who knows somebody, which is an often-used tactic by many talk show guests.

What type of networking should you invest your time toward? My suggestion is to treat every networking opportunity as if it holds the key to increased publicity and exposure. Effective networking opportunities include:

Introductions and meetings. A networking event doesn't have to include 25, 50, or 100 people; it could be a single introduction. Every person you meet on a professional basis has connections, past, present, and future. By making a good impression, providing them with your insight and expertise, and building a relationship with them, they'll remember who you are. For instance, I was a guest on Great Day Houston in 2007. While the show didn't offer national exposure, I did have the opportunity to meet, talk to, and network with the show's producer. Five years later, out of the blue, I received a call from the show's producer, inviting me to be a guest on a show she was currently producing—the Steve Harvey Show. Networking with this individual on a smaller level years before turned into a significant invitation to share my expertise on a national level years later.

Networking Events. You never know whom you are going to meet at a networking event. Every person in a crowded room has their own network—when you establish a relationship with them, you are one step closer to the people they know. The key, however, isn't to meet thousands of people—it lies instead in your ability to build relationships with those people. Self-promotion, especially without mutual benefit to the other person, is frowned upon.

The power behind networking is to developing relationships and bringing value to those relationships. In turn, you increase your credibility and the chances that people will recommend you to others or provide you with invitations or referrals to people they know.

Oprah's producers were well known for being extremely selective about her show's guests. In fact, it was commonly expressed that in order to get on Oprah, you had to know somebody who was connected to her. Many of her guests were invited because of the connections they made during networking events. By making a favorable impression and providing value to the relationships you establish, you can receive lucrative recommendations, referrals, and invitations. With each connection you make, you become one step closer to somebody who knows somebody.

3

Casting Websites

Instead of waiting for someone to notice you, you can promote yourself to television producers and directors on casting websites. New and exciting ways for unknown people to gain the attention of television personalities, casting websites like [RealityWanted.com](#) and [LACasting.com](#) allow you to pitch yourself or your ideas to producers and directors who are looking for exciting new ideas and pitches. These sites are used by reality TV producers, network producers and directors, and the public to make connections, pitch ideas and concepts, gain auditions, and receive alerts about who is looking for what. Not only do they allow you to promote yourself for potential shows, but they also provide you with tips on how to increase your appeal, as well as audition and interview tips that will boost your chances.

Casting websites are becoming increasingly popular because they give directors and agents an opportunity to access a wide field of talent, and they give people access to opportunities that were once limited only to people who were already known in their industries.

4

Pitch to “Be On The Show”

Everybody loves somebody who makes his or her job easier. TV producers are no different—they are constantly on the search for new stories. Television is very competitive—each network strives to attract more viewers and advertisers. The content they provide must appeal to a large audience and improve television ratings. In order to find fresh content, producers are always on the lookout for success stories, heartwarming stories of tragedy and triumph, stories about overcoming adversity or odds. If you have a story, you can make their job easier by pitching it directly to them, rather than making them search through news shows, Internet articles, videos, and trends to find them.

Before you pitch a show, you need to know what that show is looking for. Do they regularly feature celebrities? Are their usual guests well-known professionals? Do they often feature people from all walks of life, sharing a success story, an invention, or a triumph? Do they prefer guests who promote and bring attention to causes of national interest? Are their topics usually centered on parenting, business, or medicine? Knowing the answers to those questions will help you when determining which shows to pitch your story to.

Once you've defined the shows that are a good match for your story, prepare your pitch. The best pitches follow specific guidelines, which will increase your chances of getting your pitch noticed:

1. Do some research and know who to submit your pitch to—if you have the actual name of the individual, use it.
2. Learn how the show prefers to receive its pitches: Do they require that all pitches be sent via email, or do they have a form on their website that you need to complete? Learn the requirements and follow them to ensure your pitch gets where you want it to go.
3. What are the submission guidelines? Often, pitches are limited to a certain amount of words. Some ask for bios within the pitch; others don't. If the pitch is limited in word count, make sure you write your pitch to attract their attention in the first paragraph … if it's not interesting from the get-go, it's not likely that they're going to read the entire pitch.
4. Don't self-promote. If you wrote a book, you can mention it (briefly). Remember, you're promoting your story, not your products or services. Producers want to know what value you will bring to their audience and viewers—not how they can help you increase sales.
5. If you are have a groundbreaking concept or idea, or if your business promotes causes, make sure you mention it in your pitch.
6. Time your pitch with related events. If you offer advice on love and relationships, align your pitch with holidays like Valentine's or Sweetest Day. If you developed a natural way to ward off cancer, your pitch can show producers how they can use it in a breast or lung cancer awareness segment.

Additionally, almost every TV talk show has a website requesting show ideas. Tip: Make it a weekly ritual to check the “BE ON THE SHOW” tap on the different TV talk show websites.



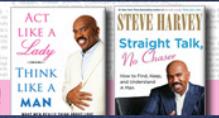
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BE ON THE SHOW

[Click BE ON THE SHOW](#)

Want to be a guest on the show? Click a topic below that best describes your situation, tell us your story and you may be contacted as a guest on the show!



5

Social Media Presence

Social media is powerful for attracting the attention of TV producers. One of my colleagues spent over 10k for a publicist who didn't get her any impressive PR, and one day she was on Twitter and a producer from the Today Show contacted her and booked her for the show. Not only does social media provide individuals with a massive opportunity to connect with and build relationships with colleagues and clients, but it also provides an unprecedented opportunity to increase exposure and connect with TV producers. It's also true that the media follows trends among social networks like Twitter and Facebook, relying on them to learn about the latest trends, news, and products. They are always looking for new talent and experts who have something innovative or exciting to offer to their viewers.

With a strong social media presence, your network can attract the attention of the media, who is always searching for guests and topics that are popular and interesting to their audience.

Social networking also removes the barriers that used to exist, preventing introductions and interactions between celebrities, the media, and the general public. By following and

"friending" producers, celebrities, and hosts and building a relationship with them, you can establish a connection that boosts your exposure and appeal.

Ricki Lake has built her new talk show on the power and popularity of social media. In doing so, she has opened the door for many entrepreneurs and experts to share their knowledge on a national level. Social networking gave me the opportunity to appear and contribute to The Ricki Lake Show, which has catapulted my networking connections through social media, television, and the relationships I've built with the show's host and producers.



Alicia Dunams with Ricki Lake at a Friends of Ricki Event in LA

Many people have spent thousands of dollars on publicists or PR agencies to attract the interest of television producers, only to find that they don't always produce the results they're looking for. Unfortunately, big dreams of being on a talk show don't always come true. Publicists with connections can help, and many have delivered tremendous results. Unfortunately, they are costly and there are no guarantees. Whether or not you have a publicist, you can improve your chances of being invited to be on a talk show, as well as other media opportunities, like magazine or newspaper articles or radio programs, by using the suggestions offered in this

special report. They are effective in attracting the attention of producers and agents, and they have opened the doors for many people who want to increase their exposure and become an authority in their fields. I know—I'm one. I've experienced firsthand the power behind networking, pitching, writing a book, and social media, both in my success and in the success of my clients.

I always tell my clients to use their book to grow their business. When it comes to TV talk shows, you can use your book, as well as your connections, networks, and stories, to boost your business on an unprecedented level. You, too, can be a guest on the Steve Harvey Show, Dr. Phil, or even Good Morning America or the Today Show. First, though, you have to let them know who you are and why their audience wants to know you. Then, when you get that coveted guest spot, impress them with your expertise and build a rapport with the audience, the host, and the producers, and the media will open its doors to you, just like you're a valued friend.



Me on the set of The Ricki Lake Show