

How to Be a Better Host and Guest on TV, YouTube, and Podcasts to Grow Your Audience Panel

Panelists: Trina Boice, Jodi Reynosa, Melissa Dalton Martinez, and Tamara Anderson

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Dr. Trina Boice: Hi. Welcome. We're so excited that you're here with us to join this panel and we're going to introduce ourselves. And then we're going to dive straight into questions.

We will be here in the zoom room. So if you've got, obviously, so if you've got questions, type them in the chat box and we will be interacting with you while you watch our presentation. And then at the end, we'll leave time for live Q&A Because we want to hear what you want to know, hopefully, we'll cover it in the presentation. But if not, let us know by asking us questions. That's me typing in the chat box.

Today, my name is Dr. Trina Boice. I am a number one Amazon best selling author of thirty-one books. I teach online for Brigham Young University. I have four YouTube channels and I do a daily podcast, so That's me in a quick nutshell. Melissa you're next.

Melissa Dalton Martinez: All right, I'm Melissa Dalton Martinez and I am the host and producer of "The Book Break" And "The Book Break" is a short show I do it online. And sometimes it plays on different stations on Roku.

And then in addition to that, I do monthly book recommendation segments in Utah for four different stations are Utah CBS, NBC, FOX and ABC stations. And then I'm also now doing once a month radio book recommendation segments. So I focus on that and I'm also a publicist and help others getting into shows too. That's me, that's "The Book Break."

Dr. Trina Boice: Okay, Jodi.

Jodi Reynosa: Hi I'm Jodi Reynosa, I'm a broadcaster. I've been on all sorts of networks from NBC, ABC, CBS, and Fox, and now I'm scaling my show called "Guided" helping you navigate your divine journey. It's a YouTube show and I hope you would subscribe as well and I'm excited to be here for LDSPMA.

Dr. Trina Boice: Awesome! And Tamara?

Tamara K. Anderson: Hi, Tamra K. Anderson here and I'm a mom, a wife and I have two children on the autism spectrum which has pushed me into doing all sorts of things I never thought I would do.

But I have a podcast. That's been going for about a year and a half, called "Stories of Hope in Hard Times" and I interview people who have been through challenging things and find out how they've gotten through with God's help I'm on all sorts of social media channels including YouTube and I've also been Having experiences on an amazing online radio station called "Resilience Talk Network" that I've been helping with so that is me in a nutshell. Mom, wife, keep it up, busy, busy, busy, right?

Dr. Trina Boice: Right, I was telling Tamara early just to get four busy LDS women all together in the same time. That's a miracle in and of itself. And by the way, we're going to be just talking and answering questions.

Um, but we have some visuals that go with some of the points that we want to make. So I'm going to share that in a chat right now as a PDF so that you can see. But the first question that we're going to address is, why should an author or a singer or musician Filmmaker any creative be even interested in being a guest or hosting their own show. So Tamara we'll start with you.

Tamara K. Anderson: Oh my goodness. Well, I think it just helps people find you. I remember I went to two speaking things back to back, and at one of them I met an amazing woman.

And then at the second one, she came up and she says, I have been binge listening to your podcast and I absolutely love it. So it just goes to show that sometimes people just need an intro to you before they Find you and say, I love this person and they start listening and reading your book or following you, or or whatever it is.

Dr. Trina Boice: Absolutely. So increasing exposure is absolutely important. And we're going to give you some tips. Later on, on how to actually monetize when you interview and how to get sales, which is what we're all interested in. Jodi, what would you say why should they be interested in getting interviewed

Jodi Reynosa: You know, I think Tamara makes a great point. We were talking before we started the show and Melissa also made a great point and That is because I think it also funnels into services as well, not just your booking your show. But what next And, you know, I'm one of those binge listeners and whether it's a podcast or a YouTube show whether it's, you know, the person's book.

I love taking walks and listening to people and I love their stories and that's one of the reasons I do my show is because I love to feature people's stories.

And so for instance when I go for my walk. I really listened to, you know, what is it about this person, what stands out what in their life moves me. What is it, why would I buy their book. Why would I click on next as far as their next show.

You know, what is it about them that changes my life and that's why people are drawn to these different people these different shows need these different books or a class that they would push, buy, You know, I'm going to buy that class or I'm going to, I'm going to purchase that book. I'm going to go to that speaking engagement that they're going to speak at It's something about the essence or the soul of that person that they bring to the world. I always feel like somebody has Each one of us has a signature note in the choir of humanity and each of us bring something so special to the world. And so I just think we need to bring that out. And when we do people gravitate towards us. And so it's that that we need to showcase.

Dr. Trina Boice: Jodi, that's such an excellent point. And that we're not one dimensional. You're not just an author or just a singer with some CDs to sell, right? That oftentimes when you interview, you're able to explain all the other things you do like I'm an author coach and a lot of people who are authors can sell and have different streams of income To create back end products and services. So being interviewed, I want you to talk about these other things that you do that might Ring more true or resonate with somebody at a different level. Maybe they don't want to read your book, but they are totally interested in your podcast, which is about something else. So I love that. That's a great point.

Melissa Dalton Martinez: I'm going to take a little bit of a different approach with this. And so, yes, you absolutely want to get on shows whether that be TV, online, radio, podcast, but One of

the things that it does when you're a guest is it gives you social proof. Right. So if you're an author or a musician. You want those reviews. You really want people to say how great your book is Because you can say all day long, how great your book is. But if I hear someone else tell me your book is great. I'm actually live more likely to listen to that other person so Sometimes it may not actually be you on this show. It might be somebody else talking about you think about Oprah's Book Club. Right. That's like the dream ticket in Or Reese Witherspoon right if they saying that your book is good and you're the Book of the Month for them, you know, you're going to sell a lot So keep in mind you absolutely want to be that guest but also think about, can someone else tell your story. And why would they want to tell your story now.

Trina mentioned we'll talk about this a little bit more later. But what about when you are the guests or somebody else talks about your book.

What's next, how are you going to use that to translate into sales. So that's definitely something you want to think about But also like Jodi's talking about you have a story too; you're not just the piece of art that you've created. There's more to that and there's ways that you can share and help others and ultimately I like to think that most artists got into this, not only because they love it, but because they have something to share. Whether that be A wonderful fantasy story that just makes a smile or a self help book or a cookbook, or like Tamara's book. I got to give her plug because I love her book.

Just to help people know that, hey, you're not in this alone like parenting is hard stuff. But guess what? You've got a group, you've got a tribe whether you know it or not. You've got a tribe. So just really getting that information out there is really important. And there's different ways to do that.

Dr. Trina Boice: Right. Thanks. Melissa and so kind of summarize that idea of why It establishes credibility, it builds authority. It exposes you to more people. You get lead generation you I'm looking at my list it positions you as a thought leader.

You can obviously sell more products you can get new ideas for additional products as you're being interviewed and you're hearing what the audience likes you might go, oh, they're interested in that. Maybe I'll spin off and do that. This is a brainstorm of ideas and then it builds relationships for joint ventures.

Okay, those are just a few ideas. So hopefully we've sold you on that concept that you should try to become a guest on TV, media, podcast. The next question is how do you do that and is

the process different depending on if it's radio, podcast, YouTube, TV. So, Melissa, you want to start us off on that.

Melissa Dalton Martinez: So right now, more than ever before, is an excellent time for you to try to be a guest because Things are virtual right now. Right. And so, it used to be a year ago, if I was going to go and be on a TV show, I had to physically be there.

That's not the case anymore. You can do a lot of things, virtually a lot of the authors that I've worked with I've done done it virtually, but how do you do that. Well, I can also tell you some do not do.

Tamara K. Anderson: Haha

Melissa Dalton Martinez: If you're going to do it, make sure you make this as easy as possible on the producer or the host that you're pitching, right? Because you want to make sure that you're not making them go and do a whole bunch of work to get you on their show So, first thing is you need some you need some basic information you need to have a headshot. It doesn't necessarily have to be in the studio. That's super professional, but you want a picture of you.

And you want a picture of your product, whether that be an album cover or a book cover.

You need a short summary, I need to know what your product is and how that relates to my audience and Jodi talks about this a little bit too but I like talking points. It gives me a little bit more information about you. I may not follow them completely. But I love them. I want talking points.

And also you need to make sure you're pitching the right person. So we were talking about this a little bit before if my show is about books and you're a musician, don't pitch me because my show is about books.

Right. And I kind of want to pass this to Tamara because she's had experiences where people are saying, hey, I want to be on your show, but they're not the right person for your show.

Tamara K. Anderson: Yeah yeah So just do a little bit of research.

Dr. Trina Boice: Yet so Tamara. Tell us about your experience and how can somebody find out if they are a good fit for a particular show before they pitch.

Tamara K. Anderson: Yeah, I would just say, just do a tiny bit of research. It doesn't take much. I often get people reaching out to me they're on LinkedIn or Facebook, or something like that and just saying, hey, I'd love to be on your show. It's just a generic I'd love to be on your podcast type thing. And I often will kind of look at them because they'll send me a little bit of information and then I usually because it's a cold pitch I end up writing them back and saying thank you for reaching out to me, my show, "Stories of Hope in Hard times," is a show that talks about people who've been through hard times and we talked about how they've gotten through with God's help. Is this a good fit for both of us? You know, and often they reply back. No, this is not a good fit.

Which in, in my case, I just think, why did you reach out to me in the first place if you didn't even bother to do the homework.

So that is just my first tip to you, please do homework before you reach out to anybody. And I've heard agents that that are New York City agents say this Please do a little bit of research. It makes a whole lot of difference to those of us who are reading your response. You know what you've written My biggest tip if you're looking to get on somebody's show is networking, honestly. That is how I found the majority of my people that I interview.

It's interesting, for example, I'll give you an example.

One of my brother's friends has dealt with bipolar disorder and she's been able to kind of come out of that a little bit and found things that have helped her and she felt prompted that she needed to share her story. And so she just wrote a little thing on Facebook that said I feel like I need to talk a little bit about bipolar disorder and kind of bring it more to light because so many people struggle in the darkness and feel like they're all alone.

And so I get this email or this message from my brother, it might have been a text. I don't know. He said, hey Tamara Check out my friend. She wants to talk about this and I. He said, I thought it would be a good fit for your show.

And so I reached out to her and we connected. Or maybe he gave us both each other's information. I don't remember how that went. But that's usually where my best leads come from. So if you're wanting to be on shows I bet you have somebody several somebody within your sphere of influence on social media within your community in your ward family. You'd be surprised to people know So just put it out there. Hey guys, I would love to be able to tell about my book on a TV show or on a podcast or something and you will find people and it's better that that introduction comes via someone they know.

Dr. Trina Boice: Great. Thank you and Jodi, you've obviously done a lot of TV and now you've got this YouTube channel. How has the pitching process Changed or has it? Is it the same throughout those different mediums.

Jodi Reynosa: Well, um, it's a little bit different. But, um, I would say the tactics are similar in that I'm pitched a lot. I would say as a TV anchor you're getting thousands and thousands of emails all the time pitching you However, as a YouTube host. I am actually seeking more because I just love to do research and I love to seek out, you know, different Talent and different stories that people have. So my show is based on Joseph Campbell's "Hero's Journey" and people's spiritual journey and that's You know LDS, non-LDS I'm Jewish. I just interviewed somebody who used Kabbalah, which is Jewish mysticism.

To help in her healing journey. And it was very interesting, but not only do I have one publicist from the UK pitching me and like Melissa mentioned he gives me talking points.

Not that I use them because I have so many different questions that I have for my guest. But, you know, he'll put a picture their headshot. He'll put their book in a PDF form, which I race to read throughout the week before I'm interviewing, my guest. And then You know, he just puts it all together, which is nice.

But I also, being that we're in the day and age where everything's kind of virtual right now and everybody can be a content creator and like Tamara mentioned you have people saying You know, I want to talk a little bit about X, Y, and Z you know you have a platform instantaneously, whether it's on Instagram, YouTube, Facebook, Pinterest. You know, you can pretty much talk about what you want what you feel passionate about. And so as we're scouring, whether it's social media Or what we'd like to have on our show, we might say, Oh my gosh, that's really interesting. And that would be a great fit for our show. Like for instance, another guest that I had on my show, I accidentally Came across this video, I don't think anything's an accident. I don't think anything's by coincidence. I think it's meant to be. So this one coach, he, he actually scaled with seven other men, Mount and I hope I pronounced it correctly. It's on the border of Chile and Argentina, and it's Mount Aconcagua and it's twenty-three thousand feet and the changes that they went through were amazing.

But his name is Stephen McGee and he happened to have all of these videos and his coaching online. And I just thought he needs to be on my show.

It was an amazing interview. And so, you know, like, just having your platform of what you feel passionate about on social media is a beautiful way to just get out there and get that exposure. So one of us.

Can say, yep we want you on our show, you know. And then, of course, like I said, the publicists who approach us and say, you know, can we have our guests or our authors on on your show. So there's so many ways, you know, it's not just like one size fits all.

Melissa Dalton Martinez: Right, I want to add to that.

Dr. Trina Boice: Feature subscribe for Jodi.

Melissa Dalton Martinez: Yeah yeah

Dr. Trina Boice: My channel. Yeah.

Melissa Dalton Martinez: Absolutely. And, and so I wanted to take a different approach because so, I do the shows, but I'm also a publicist so from a different angle. I want to tell you that you need to find like Jodi just mentioned, what makes you different what makes you unique.

Because here's the thing over a million books are published every year. I don't know how many songs are published every year, but I'm or put out every year side or the right term, But it's a lot, right. And so why should somebody pay attention to your story like Jodi just mentioned, this guy had an awesome story.

What's your awesome story? Now I work a lot with both fiction and nonfiction authors. So sometimes if I'm dealing with, you know, a horror author, for example, um, he or she might think, well, I write horror Like how do I pitch that? Well there are there are angles. So what's the angle that sets you apart. So one of the projects I was just working with recently.

Is a scary story anthology. I like the word scary story better than horror, because I think the word horror kind of just gets a bad rap.

But this scary story anthology, and it's called "Monsters, Movies, and Mayhem" so You'll love it if you like scary stories or paranormal or like if you were a fan of RI Stine as a kid like you will totally love this thing. But The thing that actually set it apart wasn't the fact that there were multiple New York Times bestselling authors in there as well as brand new authors.

This anthology was created as a school project for university so that the students in this program, put together this anthology. And if any of you have ever been a part of an anthology.

You know, it's a lot of work. It is so much work. I mean, they had over 400 entries and they can only publish 23 stories. Right. But at and there was nine people that put together this anthology and like that's unique that's unique that nine people that are students Together this incredible anthology. That's an angle, right, so what's your angle. When I am looking to pitch a specific media person I am finding something that makes them different. And I'll also tell you one more thing on this.

Whether you're a new artist or a veteran artist right and I defer to authors, because that's what I work with I still want a unique story. So even when I get pitches from like I recently did a couple of things with Disney books.

With Rick Riordan they still sent me unique things about him. Same thing with like David Baldacci I learned about his charitable organization that he does. And he's David Baldacci, an incredible international thriller writer, but I actually was interested in him because of his philanthropy, that he does. So anyways, make sure that whenever you're doing this you are finding a unique angle.

Dr. Trina Boice: Alright and then

Jodi Reynosa: Can I jump in real quick? So something that Melissa talks about, though, finding that unique thing about, you know, you may not think that you're unique though, that's the thing.

Because all of us are like, Oh, well I do this, I do that, that's that might be just humdrum, or boring, right, you need to ask a friend, you need to ask people outside of yourself okay because They may think, like, like I have a friend. She's like, I feel like I'm watching a movie when I hear about your life.

And I just think it's kind of funny. I'm like, really? And she's like, yes, I feel like I'm watching this movie unfold, because it's so interesting and I just think. what? But it's true. You need to ask people outside of yourself. Because when you're looking just at your own life. You're just like, that's just regular that's just normal that's just my life. So you need to ask people who are on the outside looking in. Yeah.

Dr. Trina Boice: That's a great point. So marketing speak, we call it a hook just like you right hooks in your books to grab your reader's attention.

But in addition to finding your unique story that angle you also want to pitch with benefits to that audience. So you might be fascinating. You might be amazing, which I'm sure you are.

But you need to show the interviewer, the podcaster, the TV station radio station how your content can benefit their listeners, their readers, their subscribers so keep that in the forefront of your mind as well. Now I know the clock is ticking and we have, we've got this gigantic

Melissa Dalton Martinez: 10 minutes left.

Dr. Trina Boice: How are we doing on time.

Melissa Dalton Martinez: We're at 25 minutes we got 10 more minutes.

Dr. Trina Boice: Oh, OK. OK.

So seriously. We wrote a list of all of these items that we wanted to cover, but I want to make sure that we cover this next topic and that is okay so let's say I got interviewed. Now, what, what do we do with that content.

How do we make sales out of it. So let's talk about that. And then if we have more time. We can circle back around and go into some of the other little nitty gritty details. All right, so who wants to answer that one first.

Melissa Dalton Martinez: I'll take it. So there's a number of things that I do that I recommend for people. So first of all, Tamara mentioned this, that part of the benefits of being a guest on the show, is it helps people to find you.

Well, think about in your head. What if somebody wasn't watching or listening to that show how do I still use that to help them find me SEO. We all love SEO, search engine optimization.

So make sure that you are linking that interview to your sites and your social media. Now there's a couple of different ways that you can do that, but that link, so if you were interviewed on an ABC station.

I guarantee you that ABC station gets a lot of traffic. So you want to make sure that that traffic has a portal to you. Right, and so a lot of times when you're working with these different shows

they will ask for your contact information and for your web address, give it to them. And make it as simple for them as you possibly can. And sometimes they'll link you too.

So also making sure that you're sharing it on all of your social media platforms. If you, especially if you're new, you want to make sure that people see you're credible right, you were in these shows.

Now, how you do it from there. There's a lot of different strategies that you can use with spreading it out. So if you're in multiple shows you're posting multiple times. About different interviews here and there. Maybe one day you're doing Facebook. The next day, or doing Twitter.

But also for you, authors, and I again. Sorry if I'm not appealing to the musicians, but I think this is true for you guys to you can put videos on your author central page on Amazon. Put the videos on your page guys ask the producers or whomever your contact person is at the show. If you can get a copy of that video and then link it if you can.

Put the actual video on your site. So if I'm looking at you on Amazon, I am seeing on that book page on Amazon, your interview on Jodi's show or on Tamara's show You can do that and it makes a world of difference. So there's all let somebody else take it. But those are some really quick ones, but make sure you're putting your videos out there on your sales pages. Okay.

Dr. Trina Boice: Right, so Melissa, you mentioned your website. I always encourage my authors to have a media tab on their website and that tab or that page would include video clips from different interviews, And an invitation saying I am open to interviews or blah blah blah, and then include on that page a media one sheet or sometimes we call it a speaker one sheet or an author one sheet and Jodi had referenced that earlier that and in the PDF that I put in the chat box. There are three examples of what they might look like.

It would include a professional photo. Your product, your books. The talking points as they both mentioned, Melissa. And Jodi. Actually I think Tamara mentioned that as well. Just kind of in a quick PDF so that they can use that and then ask for more information. But consider adding that to your website Tamara were you going to add something.

Tamara K. Anderson: Oh well, I was just going to say, can I attach one thing on to the previous question. I just think that once you've gotten an interview, you need to always ask the person at the end of the interview Are there any other shows that you would recommend that I be on, I sorry I just, this is kind of been bouncing around in my brain.

Because often the people that are interviewing you have connections within the industry and they say, yes, I know somebody that would love to have you. That would be a really good fit. And then you can ask for contact information.

And get in on other shows. So sorry. I know that's not the question we're dealing with right now.

Dr. Trina Boice: No actually Tamara that's an excellent point. If, for example, somebody pitched you and they're not a good fit. And you were like, no, sorry. We're not a good fit. How would you as a host perceive them replying again and saying, Oh, I'm so sorry. It was a mismatch. Do you know someone else. So even if you get a no when you pitch, you can follow that up and say, you know, sorry we didn't fit this time.

But do you know anybody else that I might be a good fit for always ask it never hurts to ask Jodi, were you going to add something to that?

Jodi Reynosa: Yeah, well, I also to jump off what Tamara was saying. Say you were on a show and you ask what other shows can I be on, that can also lead to more sales because the more exposure, you have, you know, the more sales, you're going to have. Also if you collaborate with other hosts and other creators that's going to lead to more sales. Also, for instance.

One of my guests. He also has a podcast. It's called "The Alchemy Lab." So, this particular gentleman, he was the publisher for Paulo Coelho's book "The Alchemist." He wrote a companion volume, "The Secret of the Alchemist." So he has a podcast, "The Alchemy Labs." So he would like me to be a guest on his podcast; I normally am not a guest.

Because I'm usually the interviewer I'm usually the host. So it's always funny to me when people asked me to be a guest. I think it's, it's, I'm honored, you know, I've had, I've been asked to be guests on a couple shows it's always fun. So it's, it's nice because it gives you exposure for your show. I'm also a singer.

And I have a meditation CD. I'm on all of the digital platforms. So it also increases my sales for my CD and I also put a little note in my YouTube description for every single show I do you can find my CD.

On either CD Baby, which they also are a distributor for all of the digital platforms. So you want to put a note of where people can find you, where they can find all of your, your products, your services, all of that.

So just make sure and then as far as the collaboration like Tamar and Melissa said, make sure that you and another woman from the UK said let's guest on each other shows. Yeah, so you want to make sure to collab with people in your circles.

Dr. Trina Boice: I've absolutely done that, where I'll say, all right, let's put aside, depending on the length of your show. If you're the host. Let's set aside an hour or two I'll interview you we'll film that, cut. Then you interview me and we just do it all in one block setting so Collabs are Huge and so effective.

Melissa Dalton Martinez: One more thing I wanted to add when you are doing any of these shows and collect information if you can. So like when I did a show for where I'm recommending people because I recommend books.

I like to give away those books right so if you can do a giveaway, ask if you can do a giveaway in association with your interview.

Because now I have those people's contact information, right, so that is super valuable. So maybe they don't buy your book right now, but maybe they're gonna buy it later because you have their contact info. So get contact info.

Dr. Trina Boice: Yes. That's huge. That's the one of the first things that I teach my authors is to first create what we call a Lead Magnet. It's a free gift and incentive you post it all over everywhere, your social media obviously your website, your in your newsletter itself, you know, whatever. And it attracts people to you.

And that email address, like Melissa said, even if they don't buy it now you have the opportunity to continue that conversation with them and like missionary work in the church. It usually takes several times, when I was on a mission and they told us seven and I've heard now it's fourteen times, I'd be dripped on before you go. Oh, okay. Uh, yes, I do want to buy that thing. So yes, absolutely. When you are a guest ask if you can offer a free gift.

Point it to your landing page or your website and begin building that list retrieving all of those emails. Thank you so much for mentioning that. Yes.

Melissa Dalton Martinez: Yeah, and it is something you can send to your newsletter to right so if people that are already on your newsletter didn't catch the show, let them go. Let them know

about the show, or if you know something that's coming up, let them know about it. So anyways, we are at 34 minutes Okay.

Dr. Trina Boice: So, and that's one of the biggest mistakes that I see that authors make is they are so excited. They're ready to launch their book.

And they think that you know all the millions of dollars will come in, but they don't have a list. They don't have social media. I'm like, Well, how is anybody even going to know you're launching.

Tamara K. Anderson: Because you have to have a following, you have to.

Dr. Trina Boice: You have to build a following and if you are in the process of writing your book or creating your product, whatever it is.

Start that platform now so that you do have a presence and you have a following. And as you're pitching. You can also say look I have 10 K followers on my Pinterest account or, you know, or whatever and Instagram or wherever.

So even if your project isn't out in market yet build that platform so that you start to get that tribe and that following and you can learn a lot from them as well. Alright, final thoughts, then we need to wrap it up.

For the recorded presentation and then we're going to answer live Q&A and obviously we didn't get to all of our stuff. So, final thoughts, Melissa.

Melissa Dalton Martinez: Okay. So remember to sorry, find your angle because when you're pitching of media person, whether it be a podcast or TV or YouTube or whatever the angles are slightly different. So if on One show you're only going to have time for a three minute interview that may be a different pitch that on another show when you have a 45 minute interview.

Know your medium that you're pitching, know this show, make sure you're fit And when you or your product is featured on a show made sure that you are connecting it with your website, your social media give something away. Everyone wants something for free and collected information stay on top of it. Collaborate, collaborate, collaborate.

Dr. Trina Boice: Yes. Awesome Tamra

Tamara K. Anderson: Final thoughts. My goodness. Um, I think the, the biggest thing I would impress you to do is two things.

First gather as much information as you can. If you're going to start a podcast, research it know what you're doing, before you dive into the industry.

If you're going to be a guest on a podcast just simply Google tips for being a guest on a podcast, you will find plenty of suggestions.

So just doing a little bit of homework. I call it putting tools of learning in our tool belt of knowledge. So gain those tools in your tool belt so that when you start your podcast when you When you're a guest on a podcast. You're not coming into it completely cold and uneducated, you know a little bit about what you're going to do.

The other thing is, once you have gained knowledge, follow your impressions and we can say this on since we're on an LDS based Conference here; Heavenly Father is going to guide you in your specific mission. He has something that only you can do and you are going to share a unique message that is going to resonate with people.

In a such a unique way you're going to touch hearts in ways that no one else can. So Heavenly Father is your key resource in finding your niche.

And in being able to reach the people. So follow the impressions, keep a conversation going with Heavenly Father because he can see the the end from the beginning. And he knows which way he will guide you And then the last thing, if you are starting a podcast. If you go to my website, you can download this free guide for free, TamaraKAnderson.com/LDSPMA. There you go. If you're looking to start a podcast.

Melissa Dalton Martinez: And she's fabulous.

Dr. Trina Boice: And bring tissues. When you listen to her podcast.. I have had to cut some crying episodes out we've had to pause and blow our noses sometimes.

Tamara K. Anderson: Sometimes we laugh a lot and sometimes we cry a little, so, you know.

Dr. Trina Boice: Jodi.

Jodi Reynosa: So these girls are wonderful. It's a pleasure to be here with all of you. And this vast knowledge that you bring to everybody. Thank you so much. It's been an honor to be just in collaborative just sisterhood with you.

Um, I would say. And those of you who know Gabrielle Bernstein, you know, she says one thing she says God is my publicist, and it's so true, when you get those impressions, like Tamara said those impressions will guide you and be brave. Be brave, go out on the limb and ask, you know, ask can I be on your podcast. Can I be on your show. Don't let doubt hold you back. Don't get in your own way.

I have asked certain guests who they seem so huge. They seem like no way they're untouchable. And you know what they've said yes.

And it's been amazing. And the shows have been fantastic. I mean, these are like Hollywood stars and government insiders like CIA operatives were talking, who have secret information.

And it's awesome. Okay, so just ask. The worst they can say is no and it's only know for now because the timing could just be off. Okay, so that's the first thing. And the second thing is You are a divine creator and so reach within yourself and know that like like these women have said you have something for the world. And so, share it and There is a medium. There is a platform for you and you know maybe it's not social media, maybe it's a book.

Maybe it's a journal for you to share for some, you know, at some point, maybe it's speaking, but you have something for the world. And so, dig within yourself.

And know that in the right time, the Lord will let you know how and where and when to share that. And so I want to leave that with you and also I would invite you to subscribe to my show "Guided," helping you navigate your divine journey and you're going to, you're going to really appreciate some of those guests on there. They're really neat. Thank you. Thank you everyone.

Dr. Trina Boice: Yes, thank you. And my final thoughts as an extension of what Jodi just said, is to be brave. So if you're like, oh, I could never host anything. I'm scared to just be a guest.

Just start practicing get on zoom practice being on camera. Look at the colors and your makeup and see what they look like. Do a Facebook Live and see how that feels. Just get out there you know this world is going crazy. And the Lord needs us to shine a light in the world.

And you have that light in you and you have the ability to make an incredible impact in the lives of other people. So I love that this whole Presentation took the took a very spiritual turn and I'm so grateful for that because I believe that that's really true. All right, we're out of time. So this is like, Stop. Stop. Okay.

We're gonna disappear for just a second. And now we're going to go to live Q&A thank you again so much. And again, check the chat box because we've been sharing PDFs in there to help you with some more information that we didn't have time to cover all right thank you so much. Bye for now.