

Special Issue

# ***Blog Talk Radio Insider***

Get the Inside Scoop on Starting  
your Blog Talk Radio Show

***How To Set Up  
a Test Broadcast  
in Blog Talk  
Radio***

How to  
**Use  
iTunes**  
with your  
Blog  
Talk Radio  
Broadcast

How To Promote  
Your Blog  
Talk Radio  
**Show**  
**Using Social  
Media**

Presented by:  
Sharvette Mitchell

**10**

**Tips For  
Hosting  
a World  
Class  
Radio  
Show**

*Special  
Issue*

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# TABLE OF CONTENTS

Introduction.....	2
How To Set Up a Test Broadcast in Blog Talk Radio.....	3
How to Use iTunes with your Blog Talk Radio Broadcast .....	17
How To Promote Your Blog Talk Radio Show Using Social Media .....	20
10 Tips For Hosting a World Class Radio Show .....	22
Conclusion .....	25

# INTRODUCTION

Blog Talk Radio is an online platform for running your own radio show – simply and inexpensively. Particularly for anyone that is a little fearful of technology and wants to get heard online right away, Blog Talk Radio offers a great solution. All you need is a phone line or Skype and a computer with internet access to get started. The platform lets you take multiple live calls from listeners, as well as invite in co-hosts and guests.

“Currently, there are 188,000 radio hosts registered on BlogTalkRadio, 40 million people listening to them each month and 2,000 shows created daily.” ([Business Insider](#))

Online radio and podcasting have opened up a new world for marketers to be heard by an audience that prefers to listen rather than read blogs. Businesses can now reach out to that market and establish themselves as industry experts.

Allowing you to host shows on any topic you choose, Blog Talk Radio differs from creating regular podcasts in that you can arrange call-ins from other experts or listeners live from anywhere in the world. You can also call out to other people, such as a guest or co-host – straight from your computer.

With a simple switchboard interface, you can control your show just as if it were a real, old-fashioned radio broadcast – except that you also have a chat function. And of course, everything is done from your computer and phone (or Skype).

This eBook will walk you through the basics of creating your Blog Talk Radio show and running your first “Test” broadcast, so that you can experience all the features.


We also cover some basics on getting your show onto iTunes, promoting it on social media, and running a professional-quality radio broadcast.

Hope to hear you “on air”!

# HOW TO SET UP A TEST BROADCAST IN BLOG TALK RADIO

1. Go to [www.BlogTalkRadio.com](http://www.BlogTalkRadio.com) and click 'Sign Up'.
2. Select the package you'd like to register for. For the purposes of this eBook, we've selected the "Free" package.

Cancel, upgrade, or downgrade at anytime

 JOIN THE 188,000 SATISFIED ONLINE RADIO TALK SHOW HOSTS

### Step 1 - Select Account Type

<input type="radio"/> Select	<b>Premium</b> First Month Free!	<b>\$39</b> per month	<b>Includes Free Benefits AND</b> <ul style="list-style-type: none"><li>› 2 hour show per day</li><li>› 50 live concurrent callers</li><li>› 5,000 promotional impressions per month</li><li>› Prime time scheduling</li><li>› Upload, edit &amp; replace episodes</li></ul>
<input type="radio"/> Select	<b>Plus</b> First Month Free!	<b>\$99</b> per month	<b>Includes Premium Benefits AND</b> <ul style="list-style-type: none"><li>› 3 hour show per day</li><li>› 100 live concurrent callers</li><li>› 10,000 promotional impressions per month</li><li>› Toll-free host number</li><li>› No audio/video ads</li></ul>
<input type="radio"/> Select	<b>Pro</b> Most Features	<b>\$249</b> per month	<b>Includes Plus Benefits AND</b> <ul style="list-style-type: none"><li>› 3 hour show per day</li><li>› 250 live concurrent callers</li><li>› 20,000 promotional impressions per month</li><li>› No banner ads (Or feature your own)</li><li>› Promotion in prime homepage placements</li><li>› Live streaming on any website</li></ul>
<input checked="" type="radio"/> Select	<b>Free</b>	<b>\$0</b>	<b>Free Benefits Include</b> <ul style="list-style-type: none"><li>› Host your own live talk radio show using any phone and a web browser</li><li>› 5 simultaneous guests/listeners on your show</li><li>› Live chat with listeners</li><li>› Promotional tools: share on social networks, embed on blog/iTunes</li><li>› All shows archived as podcasts</li></ul>

Continue

3. Enter your information. Make sure your Radio Show details describe your show as closely as possible. Give it an appropriate category to make sure it can be indexed properly.

**Create Your Account** 100% Secure

**It's Quick, Fill Out The Form Below**

**1 Create Your BlogTalkRadio Account**

Sign Up By Email Or Sign Up With Facebook

Pick Your Username / URL

<http://blogtalkradio.com/USERNAME>

Enter Your E-mail

Choose Password Re-enter Password

minimum is 6 characters

**2 Customize Your Radio Show**

Show Title 35 chars remaining

Profile Description 155 chars remaining

Add a concise description about your show.

Show Category

-- Select a Category --

☒ Subscribe me to the newsletter

By clicking "Continue" below, you agree to the [Terms of Service](#) and [Cancellation](#) policies.

**continue**

**Order Summary**

My BlogTalkRadio Plan:

Free

Bill me:

☒ Monthly - \$0 ☐ Yearly - \$0

Includes:

30 Minute Show per Day, 5 live callers, No Prime-time Scheduling, Limited to 3 Uploads.

**Reasons To Start Your Show:**

- ☒ **It's easy and fun**  
Just use your phone.
- ☒ **Broadcast your voice**  
Share your passion, expertise, cause, or brand with the world.
- ☒ **Engage your audience**  
Take live callers, have guests call in from around the globe.
- ☒ **Build your community**  
All the tools you need to syndicate and share your show.

**\*\*STOP: Write down your Username/URL AND password.**

4. Check your email and click the verify address link in the email sent by Blog Talk Radio.

You're almost done!

Click on the following link to confirm your email address and activate your host account.

[Click here to complete your registration](#)

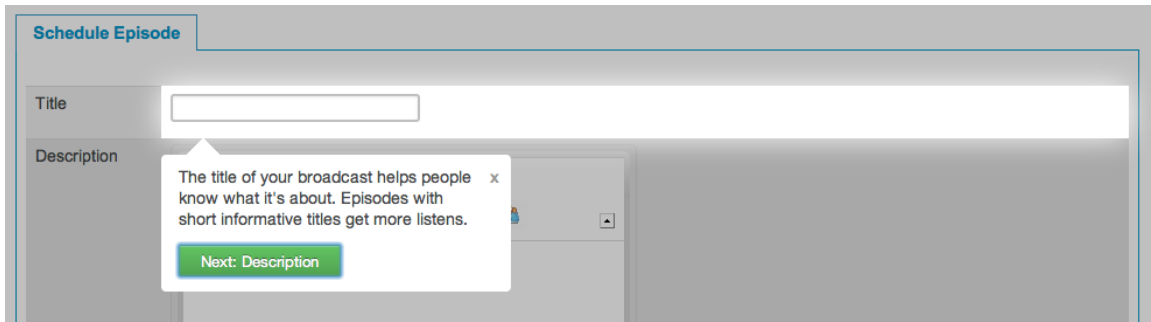
You can cut and paste the complete URL into the address bar of your web browser if you have any trouble with the link above.

<http://www.blogtalkradio.com/confirm.aspx?g=d4842cff-eeda-4b50-b427-16e8717e2c77&register=host>

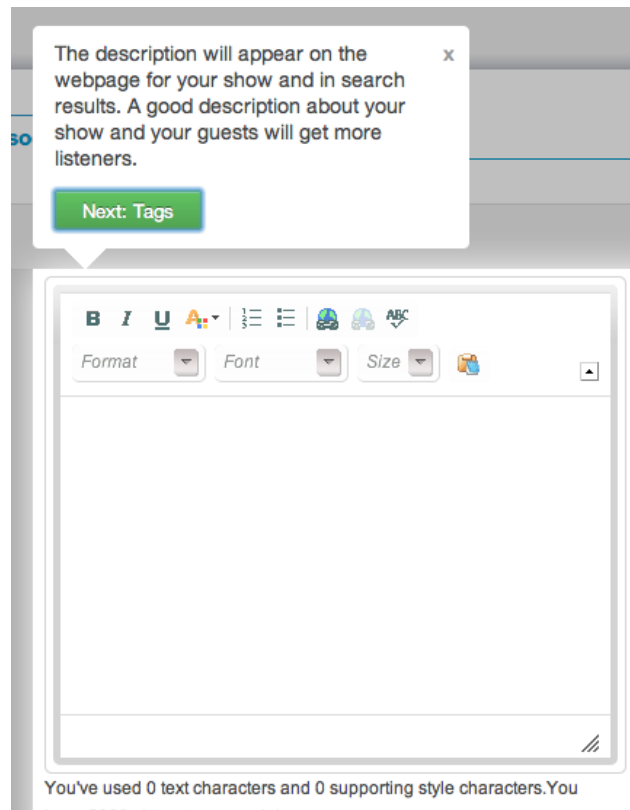
Thank You,

The BlogTalkRadio Team

5. On the screen you are directed to, you can begin to input the specifics about your show. Enter an appropriate title – keep it short and to the point, but still descriptive of what your show is about.

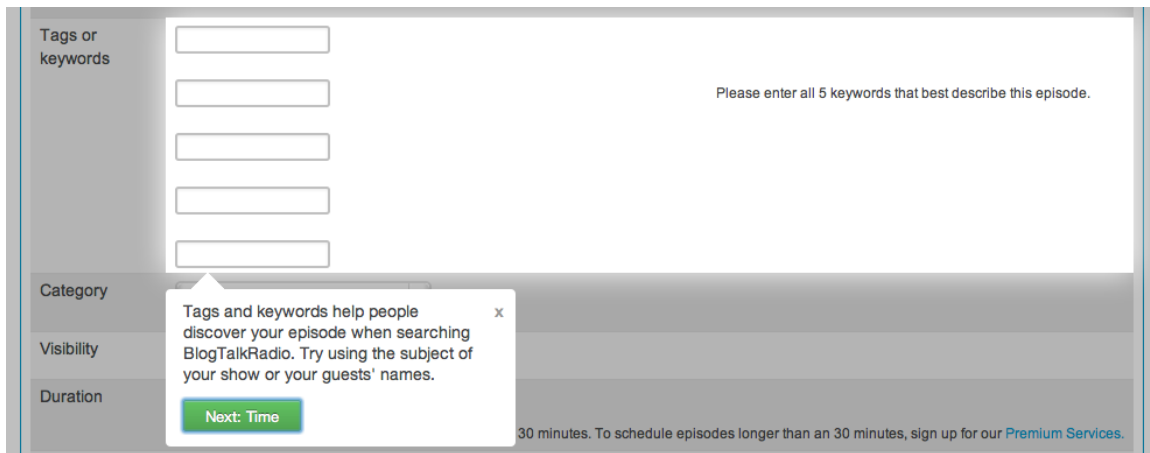


6. Add an in-depth description that covers the basics of your Radio Show. Make sure you talk about the key points you'll be discussing, and the benefits of listening in order to promote your show to anyone who may be interested.



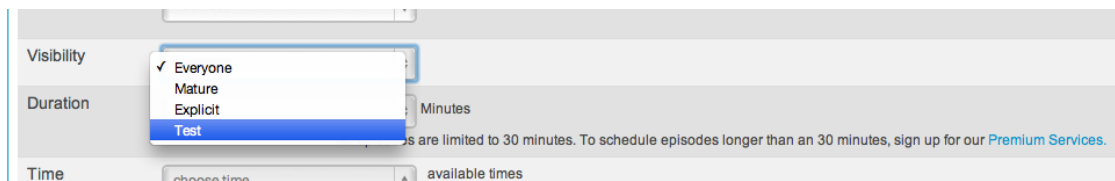
7. Input some Tags and Keywords that people might enter when searching for a show on a specific topic. This is an extremely important part of the

Radio Show set-up as it is one of the main ways your show will be discovered by listeners.



The screenshot shows the 'Tags or keywords' section of the BlogTalkRadio episode creation form. It features five empty input fields for tags. To the right of these fields, a text prompt reads: 'Please enter all 5 keywords that best describe this episode.' Below the input fields, there are sections for 'Category', 'Visibility', and 'Duration'. A green button labeled 'Next: Time' is visible. A tooltip is displayed over the 'Next: Time' button, stating: 'Tags and keywords help people discover your episode when searching BlogTalkRadio. Try using the subject of your show or your guests' names.' At the bottom right, a note indicates: '30 minutes. To schedule episodes longer than an 30 minutes, sign up for our [Premium Services](#).'

8. Set the Visibility to 'Test' to create an episode that you can test without it being broadcast for others to see.



The screenshot shows the 'Visibility' dropdown menu in the BlogTalkRadio episode creation form. The dropdown is open, displaying four options: 'Everyone' (selected with a checkmark), 'Mature', 'Explicit', and 'Test'. The 'Test' option is highlighted in blue. Below the dropdown, there are sections for 'Duration' and 'Time'. A note at the bottom right states: '30 minutes. To schedule episodes longer than an 30 minutes, sign up for our [Premium Services](#).'

9. Schedule a time and date for your show to go live. Make sure you have enough time to promote your show first!

Time

choose time available times

★ **Please Note:** Prime Time on BlogTalkRadio is 8:00 PM to 12:00 AM and is open to Premium Hosts only. The times that you see above are the times that are available to you. Times shown are based on your host profile time zone selection. [Upgrade to Premium.](#)

Currently: 11:04 AM (GMT-03:00) Argentina - Buenos Aires

Date

Schedule a time to go live. Give yourself enough time to prepare your show and tell your audience about it. Prime Time on BlogTalkRadio is 8:00 PM to 12:00 AM and is open to Premium Hosts only.

Next: Date

Calendar Key

- xx Day is available
- xx Day is out of range
- xx Day is full at the scheduled time
- xx Day is full for you
- xx Day is selected

10. Then select a date...

Date

October 2013

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

Calendar Key

- xx Day is available
- xx Day is out of range
- xx Day is full at the scheduled time
- xx Day is full for you
- xx Day is selected

Episode Image

Pick which date you'd like to broadcast.



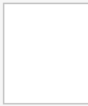
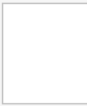

Next: Save and promote

11. You can also upload an image that will show up in the radio player during your show. This will make the show more personal and also gives you a chance for branding.

In the same section, you'll see an option to upload a startup audio too, which can be a standard intro you use for every show. This should be an mp3 file and I recommend an intro that is shorter than 40 to 50 seconds.



Episode Image



(.jpg, .jpeg, .gif or .png up to 1MB)

You can attach images to your episode to appear in the player during your show. The first image will be used as a preview and will also appear in RSS and iTunes feed for all your subscribers. We will automatically resize images of all shapes and sizes to 600x450 pixels to fit.

Startup audio

-- (NONE) --

You can choose the startup audio file for this episode.

12. When you're ready... click Submit!



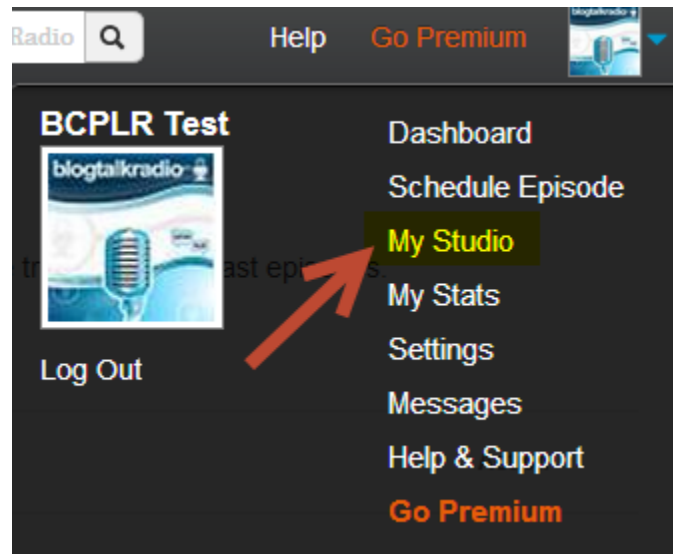
13. In the Episodes pane, you will see your Radio Show. Here you can edit or delete it using the buttons under the 'Action' column.

Schedule Episode

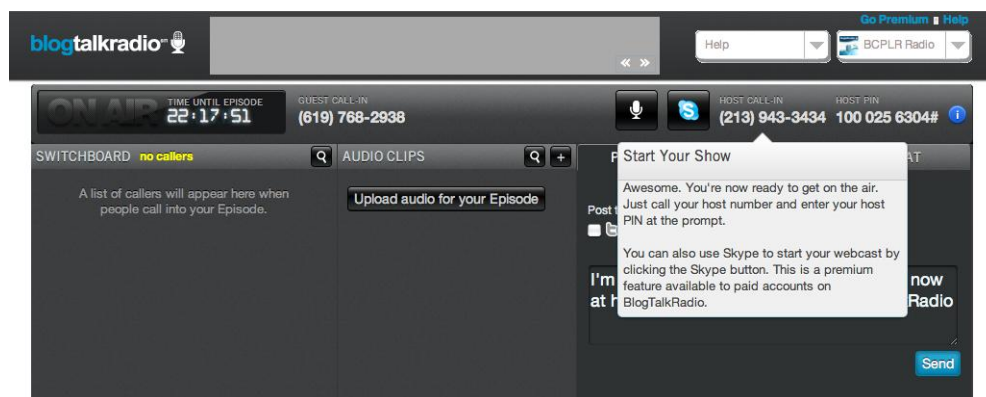
Upcoming

Date▼	Episode Name	Category	Maturity	Duration	Action
11/6/2013 6:30 AM	Test	Business	Test	15	

14. At the top of your screen you will see a menu bar. To Call In and start your show, click on the menu icon in the right hand corner. Select My Studio from the drop down menu.

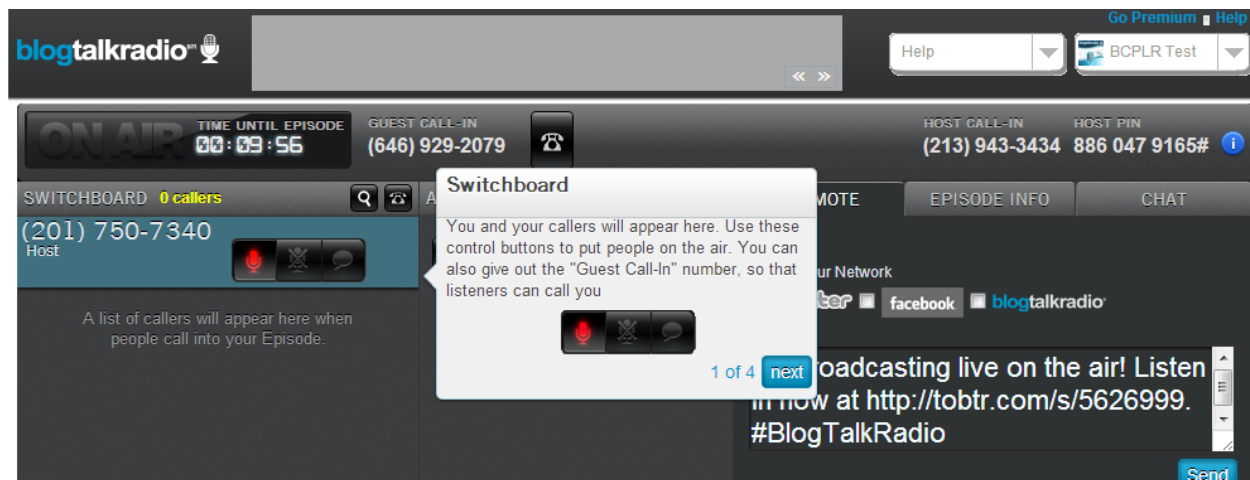


15. In the Studio, you will find the call-in number you need to call to make your broadcast, and the Host pin you will need to key in when you do so. Key point: You will call this same number every time you host a show! You can also use Skype to make this call, if you have a premium account.



When you call in, enter the information as prompted (press 1 to start your show, 2 for instructions, 3 for customer service). You can only call in within 15 minutes before your show is scheduled to start. If you have guests calling, I recommend that they call in 5 minutes before your show starts.

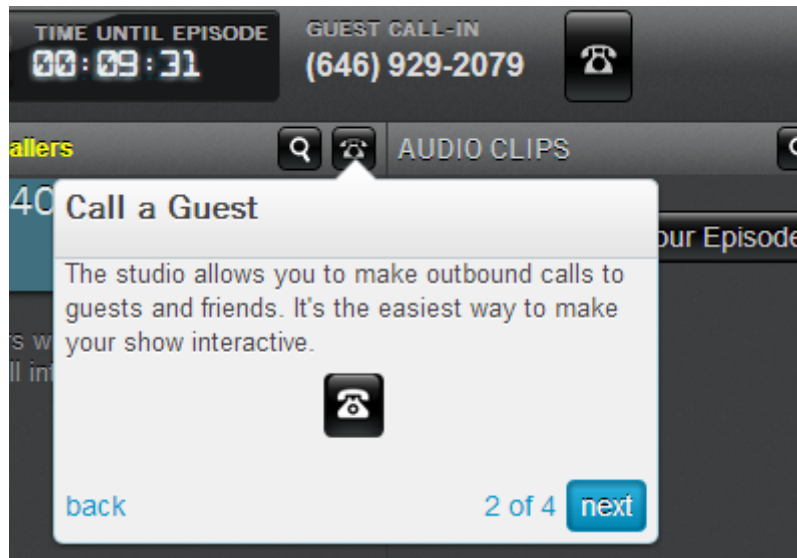
16. Once you call in and press 1 to start your show, your “switchboard” will show up on your studio screen. You’ll see a list of your callers there, along with their phone numbers.



Next to each person listed, you’ll see controls for muting people or putting them live on the air. For free accounts, this is how you would put a guest or co-host on the air with you. You’d just have to give them the “Guest Call-In” number listed at the top of your screen and then make their microphones (red icon above) “live”.

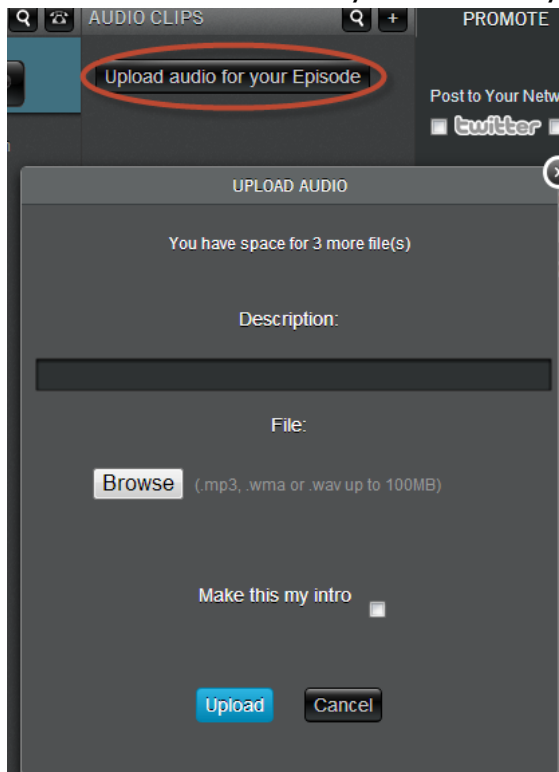
Key Point: Your guest call-in number is the same for each show!

17. If you have a premium account, you can call guests yourself.



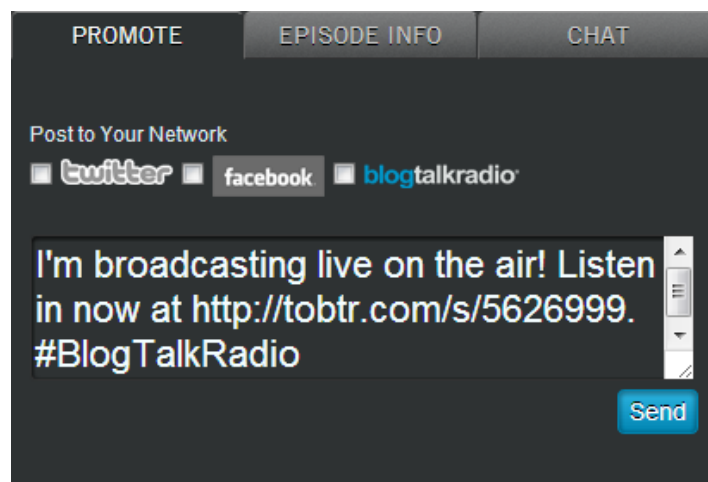
18. There's also a menu item for uploading audio clips to play right there in the switchboard. If you wait until you're on the switchboard to add audio,

make sure it's all easy to find on your computer.

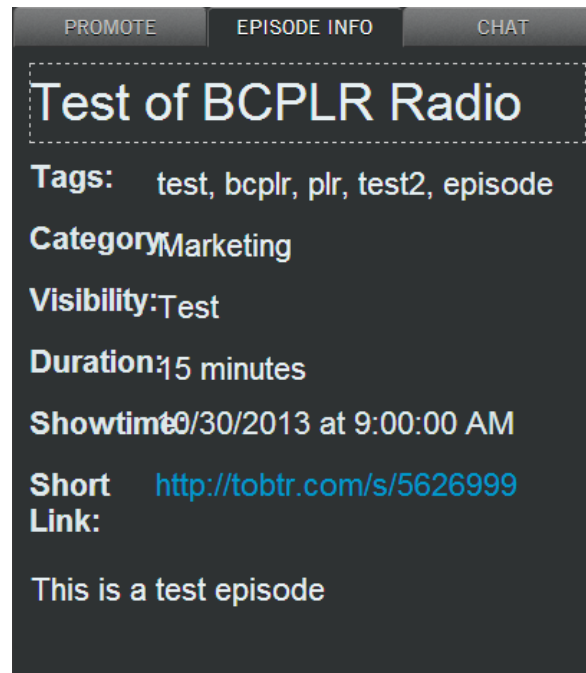


19. Explore some of the other features in the switchboard during your Test broadcast so that you're familiar with them when you do your first public show. These include:

The option to Promote your broadcast right there in the switchboard:

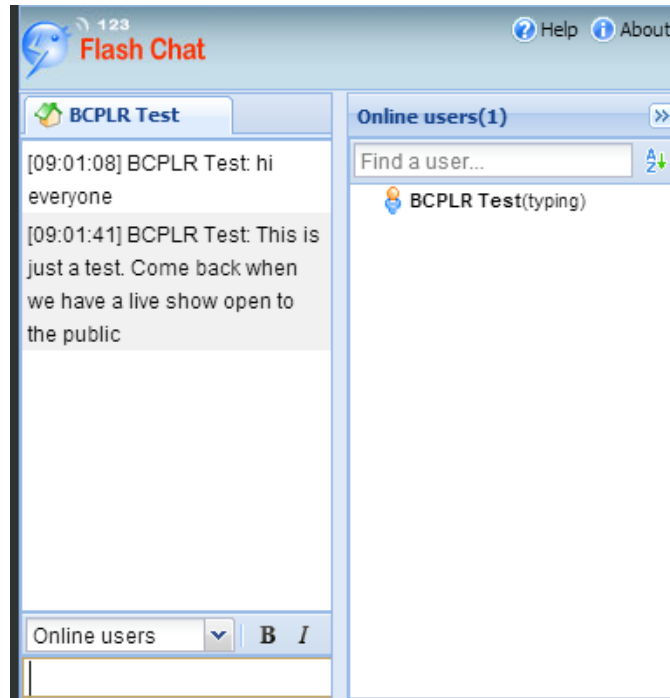


Find the short link for your broadcast under Episode Info:

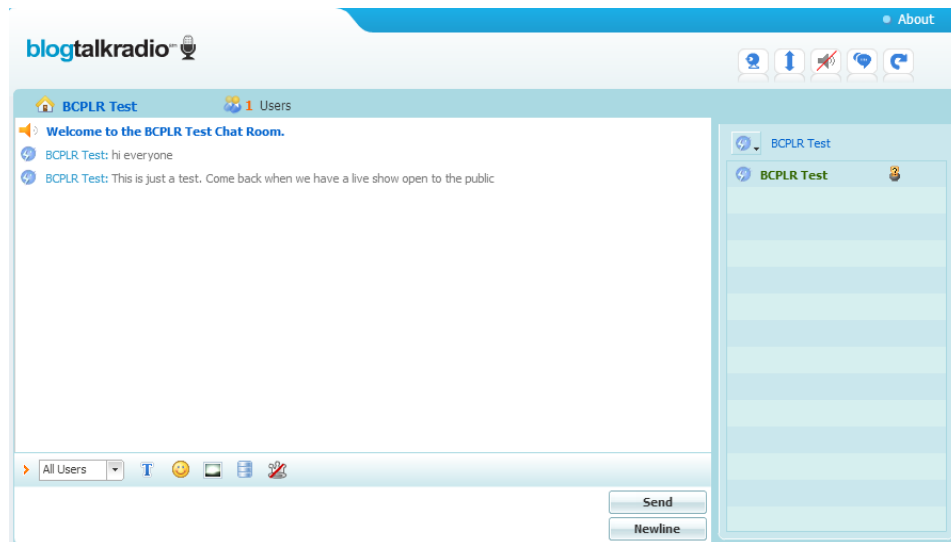


Key point: The short link is great to use when promoting on Social Networking sites since it is shorter than your full show URL.

Launch a Chat that you can moderate right there or open in a separate browser window so that a moderator can do it for you.



Chat from switchboard



Moderated chat from separate browser window

20. Just before you start, you'll be told that your broadcast is starting in 5 seconds and you'll hear the operator say "5-4-3-2-1".

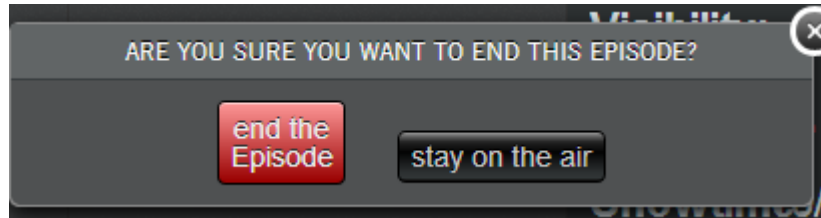
Your show begins automatically at your scheduled time. You'll know you're actually on air when you hear Blog Talk Radio's little jingle.



Now, run your show as you planned. This is a Test broadcast, so take your time testing whatever you'd like to do when you run your public broadcast.

Be sure to test any audio files you're planning to play, the headset you're using, adding a co-host to the show, etc. Especially with your first show, you should test everything possible.

21. When you're done, click on the red End Broadcast button in the upper right corner (see above screenshot). You'll get a pop-up window that asks you to confirm. Click that red button and you'll hear the operator thank you for using Blog Talk Radio. You are now "off the air".



22. You'll get a pop-up message that you're audio is being processed, along with a Tweet/Facebook post pre-written and ready to share so that you can start promoting your latest episode.



THANK YOU!

Your Episode has ended. We're processing the audio now, and it will be available on your BlogTalkRadio profile in a few minutes.

Tell people about it now:

Post to Your Network

☐ twitter ☐ facebook ☐ blogtalkradio

Listen to my new episode Test of BCPLR Radio at <http://tobtr.com/s/5626999>. #BlogTalkRadio

Send

Now that your show is complete, why not schedule your next show now?

[schedule your next show](#)

After you finish the test show, playback the recording and listen to where you need to make adjustments.

That's it! You're now ready to schedule your first public Blog Talk Radio show and start broadcasting to the world. Don't forget to hang up the phone when you're done! ☺

# HOW TO USE ITUNES WITH YOUR BLOG TALK RADIO BROADCAST

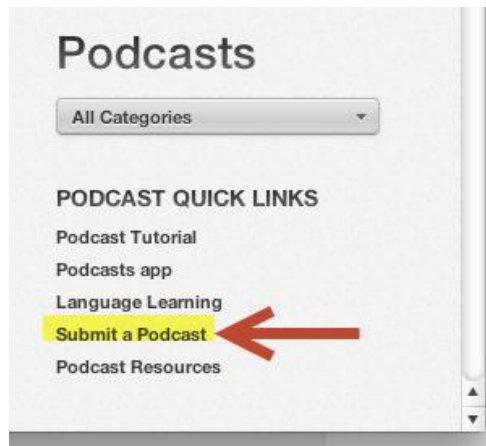
1. First grab your BlogTalkRadio url that you'll need for submitting to iTunes. The podcast url is created simply by putting /podcast on the end of your show's url. It should look like this:

<http://blogtalkradio.com/yourshowname/podcast>

2. Next, download iTunes [here](#) if you don't already have it on your computer. Once installed, create or log in to your account and click 'Podcasts' on the menu bar of the program screen.



3. In the menu at the bottom right of the screen, select 'Submit a Podcast'.



4. Enter your Podcast URL in the box provided and click Continue.

## Submit Podcasts to the iTunes Directory

Share thoughts, expertise, rants and raves with iTunes Store users all over the globe. Submitting a podcast is as easy as submitting a link. Then iTunes will automatically deliver periodic episodes to people who have subscribed to the podcast. Publish now.

Learn more about podcasting on iTunes:  
[Frequently Asked Questions](#)   
[Technical Specifications](#) 



1 Please provide the link to the podcast RSS feed that you would like to consider adding to the iTunes Store.

Podcast Feed URL:

5. If you haven't already logged into your iTunes account, you'll be asked to do so now. Then you'll be able to review your submission to make sure everything looks right, including your artwork, which is pulled from your Blog Talk Radio profile under Settings. You might have to resize your profile picture to 300 x 300 px to be sure it shows up in iTunes.
6. After you've submitted your podcast, you will need to wait for Apple to approve it. This can take between one day and two weeks.

After approval, you're good to go! After linking your broadcasts to iTunes, you will see an iTunes icon on both your profile and broadcast pages. This will take visitors directly to your Podcast page in iTunes, and allow them to subscribe to and download your shows.

You can listen to a BlogTalkRadio University segment on submitting your show to iTunes for use on their app here:

<http://www.blogtalkradio.com/marketingclub/2012/08/01/tap-into-millions-of-listeners-with-apples-podcast-app>

# HOW TO PROMOTE YOUR BLOG TALK RADIO SHOW USING SOCIAL MEDIA

## 1. Create a Facebook Page for your show

Facebook Fan Pages are often wildly underutilized. While most understand the concept of using Facebook Pages to promote your service or product, many neglect the company/consumer dialogue that can be opened using them.

Use your Facebook Page to provide quality content, post links to upcoming & past shows, encourage your followers to leave comments/suggestions/show topics and use links, tips, questions and competitions to engage.

## 2. Join Other Facebook Groups

Like-minded people stick together, so make yourself a part of a relevant group, where you can not only meet other experts in your field, discuss ideas and get informed suggestions, but also find appropriate times to talk about your show and get some new listeners!

## 3. Set Up a Facebook Event

Once you've established a good base of followers/fans/friends, organize a Facebook Event detailing a special Blog Talk Radio Broadcast. This is great for a special broadcast or to launch your show!

#### **4. Encourage Word of Mouth**

Ask your friends to spread the word about your broadcasts. Start with email! Send an email to your friends letting them know about the show. If you have an established email database, schedule email messages about upcoming shows.

#### **5. Add a Blog Talk Radio Player to your website or blog**

Premium Blog Talk Radio users can easily add the player to enable your visitors to listen to your broadcasts directly from your website. Go to [www.Sharvette.com](http://www.Sharvette.com) for an example.

To do this simply go to your show profile page on Blog Talk Radio and click embed.

Copy and paste the HTML code into your websites HTML editor.

#### **6. Get to Tweeting**

Tweet about upcoming shows the day before, the day of and while you are on air! Remember to tag your guests or co-hosts in your tweets and share the “short url” of your show.

Start following other Blog Talk Radio hosts, guests, listeners, and friends. Look for followers/friends of theirs who may be interested in what you have to offer and start following them as well. You will often find they will follow you back.

You can use Twitter Search to look for related content and locate those with similar interests that would be good guests for your show.

Also, don't forget to mention your Twitter handle in your broadcast!

# 10 TIPS FOR HOSTING A WORLD CLASS RADIO SHOW

## 1. Be predictable.

When it comes to Radio, listeners like to see a level of consistency from show to show. Open and close in the same way each broadcast and stick to a similar format. Having some standard intro and outro music will help with your branding image too.

## 2. Plan.

Think about what you are going to discuss in advance. Planning out what you intend to talk about will make sure that you don't get lost or off course.

## 3. Segment.

Dividing your show into different parts will help keep listeners involved and not too overloaded with information. Include this in your planning, along with what you want to cover in each segment.

## 4. Add a Co-Host.

Being able to converse with someone during your show will not only help you stay focused, it also offers a much more fluid and dynamic experience for the listener.

You can add a co-host during your call in different ways, depending on whether you have a free or premium account. With a Free account, you'll need to have the person dial in to the show on the Listener line.

Then you'll add them manually via your switchboard. You just need to know what phone number they're dialing in from.

For premium accounts, it's a little easier. You can actually dial the guest from your switchboard using the "outdialer" feature.

Make sure you do a Test broadcast with your co-host or guest, especially if they've never been on a Blog Talk Radio show before.

## **5. Think About Your Target.**

Who are you talking to? What motivates/interests them? How does your show stand out to them compared to your competition?

## **6. Keep it Structured.**

It's good to think of your show as having a Beginning, Middle and an End. This will help you to keep on track with the topics you intend to discuss and also maintain audience attention.

## **7. Be Confident.**

People respond to confidence and your show will receive a lot more focus and attention if your listeners recognize a confident host.

## **8. A Little Humor goes a Long Way**

The odd joke will do wonders for keeping listener attention. However, if you're not comfortable with jokes, or they tend to fall flat and leave people groaning, you can skip this tip! It's always best to stick with your real personality.

## **9. Be Aware of Your Voice**

Are you speaking clearly enough? Do you need to raise your voice a little? Tone it down? It's always a great idea to record a test and listen



back to it, as well as asking your friends or colleagues to take a listen and let you know what they think.

## **10. Go for High Quality Audio**

Bad sound quality can lose you listeners before you've even gotten started. Make your audio quality the best possible by:

- Speak directly into a landline phone or cell phone in a quiet location.
- Use a computer with a wired internet connection, if possible. Wireless connections can cause loss of quality, especially if you're on Skype
- If you're using an external microphone, use a headset for listening so that people don't hear the feedback from your speakers

## CONCLUSION

Are you ready to start your own radio show yet? Blog Talk Radio certainly makes it easy for anyone to broadcast, so it's a promotion and visibility strategy you should definitely consider for you and your business.

If you want to learn more about running an online radio show, here are some resources to investigate:

[The Blog Talk Radio Learning Center](#)

[Blog Talk Radio Blog](#)



If this feels overwhelming, consider my one-on-one coaching to help create your show! GO to [http://sharvette.com/media\\_coaching](http://sharvette.com/media_coaching)

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# Sharvette Mitchell

Talk Radio Host  
& Media Coach

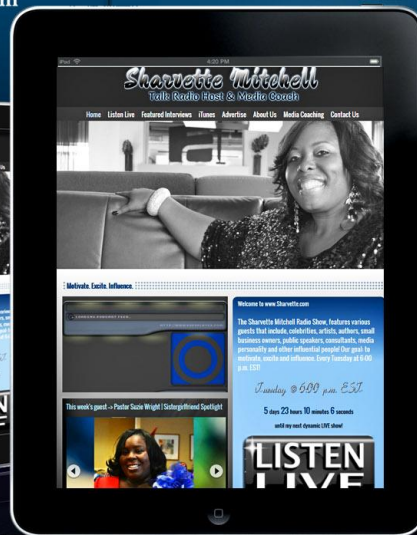
**804-346-3210**

## Talk Radio Host | Media Coach | Web Design Service

The Sharvette Mitchell  
Radio Show  
Tuesdays at 6:00 p.m. EST  
Listen online at  
[www.Sharvette.com](http://www.Sharvette.com)  
or in iTunes

Offering: Teleseminars,  
Webinars, Group &  
Individual Coaching  
Target Audience: Authors,  
Artists, Consultants,  
Speakers & Small Business  
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Stylish web design services  
Visit:  
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