

SOUL SALON INTERNATIONAL PRESENTS

THE SOUL SALON

RADIO SHOW GUEST GUIDE

Hello and welcome!

As the founder of Soul Salon International and the host of The Soul Salon radio program I am pleased to welcome you to the list of guests which include some of the leading experts in their fields, NY Times best-selling authors and some of the planet's leading spiritual teachers. If you have a guest spot booked on the show it means that your work fits well with the mission of SSI as well as The Soul Salon's mission statement.

Thank you for sharing your expertise, positive energy, book and/or wisdom with the discriminating Soul Salon listeners. Please review the contents of this document so that your program segment will have wonderful sound quality and will flow seamlessly. I look forward to sharing your message and work with the listeners. Please let me know if I can do anything to support you further as you prepare for your program segment.

Sincerely,

Rena M. Reese

Rena M. Reese
Founder, Soul Salon International
Host of The Soul Salon Radio Show

Before your show segment:

- In order for guests to be booked on The Soul Salon a review of the guest's book, CD, program and/or website is carried out. If you have received your program slot that means what you offer is congruent with the show's theme. Please make sure that you have forwarded any media materials well-before your show date to allow for review and planning of your segment. All books must be submitted in physical form. Call me old, or old-fashioned, but I cannot read and enjoy the PDF of a book, regardless of how fabulous the book is. Books and media kits may be sent to:

SOUL SALON INTERNATIONAL
P.O. Box 34178
Bethesda, MD 20827

- When your segment is booked you will be given a URL to share with your fans, followers and lists. It is suggested that you share your show URL on twitter, facebook and in your professional newsletter to promote your guest-spot.
- Consider "liking" Soul Salon International on facebook where we promote you, our guest, to our FB community.
- Be sure to email Rena with the phone number you will be calling into the switchboard from so we know it is you on the switchboard.
- Send along any questions and content you'd like covered during your segment, otherwise we'll ask the questions we'll develop when reading/hearing your work. If preferred show questions are part of your media kit, no need to send an email with this information.

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Show Time:

- Call in to the switchboard at least five minutes before airtime to be sure you are patched in successfully. When you call in, follow the prompts to get in the host's queue. Your call-in number is **347-215-8345**. This number is also a medium for people to listen to the live program by phone, so people can listen remotely from their location, right on the phone.
- Please do not use a speakerphone for the interview. The sound quality is poor and too many background noises are picked up which compromise the ease of listening. While a landline is best, it is recognized that many cell phones have exceptional sound and reliability. If your cell phone provider does not drop calls, we leave the decision of which phone you'll call in from to you. If you are disconnected during the show, simply call back in to the switchboard the way you did originally. Please do not use a headset for the program, as these are often problematic or have poor sound quality.
- Find a quiet space for your segment. A phone ringing in the background, a toilet's flushing or the bank-teller thanking you for your deposit detracts from your message.
- If the segment runs a little bit over, no problem, the full show will be archived and you are able to return to your show URL to hear it in its entirety or to download it as a free podcast on iTunes for free.
- Be prepared to have the last word. Most often with a minute or two remaining in the segment you will be given the opportunity to close the show with final thoughts. Most guests use this time as an opportunity for a gracious closing to the show while reminding the listeners of their key message, website, twitter and other social media, in addition to any upcoming events they'd like to point people to.

After the show:

- You may return to hear your segment at your show segment's URL and continue to share the link since your segment will remain up and loaded—ready to be heard 24/7.
- Return to your show URL to download the Mp3 of your show on iTunes for free. You may use this sound file with no need of further permission from me. Some people use it as a free gift when people sign up for a company newsletter, some use it to create a YouTube segment and others post a permanent link on their websites where promotional media is shared. The choice is yours. I reserve the right to use the Mp3 of all Soul Salon segments for show and SSI promotion.
- Keep in touch! When you have a new book or project let us know. Many of our guests return to the show several times!
- Continue to tweet and share your show segment. You are in very good company here on The Soul Salon and we celebrate the work that you do. Let the world know of your important work even after the segment airs.

Join us and be social:

Twitter: @TheSoulSalon
Facebook: Soul Salon International
LinkedIn: Rena M. Reese

