

Book Signing Tour with David Ewen  
Steps to being on the show.  
www.wvta.tv

**Step 1: Pre-production**

PICTURES: High Resolution Color Image of the following:

- (1) Author's Face - head shot
- (2) Book Cover
- (3) Author holding book

SIGNATURE: Large Readable Signature of Author

- (1) Faxed to 413-304-6352
- (2) or email a scanned image to Today'sAuthor@yahoo.com

SUMMARY: Email answers to following:

- (1) Name of author (how to be addressed on radio interview)
- (2) Contact info: telephone# & email address
- (3) Title of book
- (4) When book was published
- (5) Author web site and MySpace page

SCHEDULE: Let us know your general availability

- (1) When is the guest available?
- (2) What days are not good for the guest?

SHARING: How does the author guest plan to share video with readers?

- (1) email blast, web sites, blogs, Facebook, MySpace, etc. (be specific)

**Step 2: LIVE Interview on Radio**

- (1) Pre conference call 15 minutes prior to LIVE show
- (2) Show is LIVE and runs 5 minutes and 5 minutes go by real fast
- (3) Format is the following:

Welcoming comments  
Questions involve  
*Book Summary*  
*Author Background & web site info*  
*Reviews & Testimonials*  
Closing comments

**Step 3: Post Production**

- (1) Video created - Sound track is radio interview
- (2) Video posted and distributed
- (3) Author guest actively utilize web sites, tools, etc to share video