



Esteemed Guest Overview!

We endeavor to bring the best guests to our Ziglar audience, and you, are one of the best. Thank you immensely for being willing to share your heart and your art, with us.

Our goal is to give you exposure so large and valuable you will feel the time spent with us was the best investment of your year.

We do not want one interview with you, but to make you the star of the week and publish a series of three episodes that will go live on Monday, Wednesday and Friday of the week you air.

To accomplish this necessitates a bit more from you than your average interview, but, Zig was never about being average! More effort, more ROI.

Following are the important aspects to preparing for the show. Again, thank you immensely!

The Ziglar Show Family,

Host:	Kevin Miller - kevin@agentkmiller.com
Co-Hosts:	Tom Ziglar, CEO of Ziglar - tziglar@ziglar.com Mark Timm, CEO of Ziglar Family - mtimm@ziglar.com Michelle Prince, Ziglar Speaker - michelle@michelleprince.com
Coordinator:	Izabela Stasiukiewicz - izabela@ziglarfamily.com
Social Media:	Nic Bovee - nic@zigshow.com
Admin:	Tifny Hoppel - tifny@ziglarfamily.com
Producer:	Bert Newman - bnew28@verizon.net



SERIES FORMAT

1. Main Interview

- 50-60 minutes
- The focus is your primary message, from your book or show or platform
- We will fully end the interview and start the next

2. Healthy Habits Survey

- 15-20 minutes

What healthy habits do you have in the “Ziglar Wheel of Life” spokes, that support your overall success?

If there is an area you are weaker in or struggle more in...please share, it ministers to people just as much as hearing all the strengths, sometimes more. They realize you are a real human like them!

So, what healthy habits do you engage in daily, weekly, monthly...to strengthen these areas of your life?

1. Physical
2. Family
3. Mental
4. Financial
5. Spiritual
6. Career
7. Personal – what helps fill you so you can pour into others?



3. Zig Quote or Value

- :30 seconds to 3 minutes
- If you have had exposure to Zig Ziglar, is there a favorite quote or value or message that is/has been very important to you?
- In this show, we'll take your audio clip and play it as part of a discussion on the topic.

If you are not well versed in Zig Ziglar, you of course may opt to skip this episode.

If at all possible, use quotes other than these oft cited quotes:

- “You can have everything in life you want if you'll help enough other people get what they want.”
- “Failure is an event, not a person.”
- “What you get by achieving your goals is not as important as what you become by achieving your goals”.

PROMOTION FORMAT

As a Featured Guest on The Ziglar Show, you will receive the following exposure:

- 50,000 > Podcast - Your episodes, all three, will be downloaded by over 35,000 people in the first 30 days and over 50,000 in 6 months
- 4.5 million > Facebook - The episode with your name will be posted on the Ziglar Facebook page
- 390,000 > Instagram - A custom episode graphic featuring your headshot will be posted
- 233,000 > Twitter - The episode URL and your name will be posted
- 150,000 > Newsletter - The episode with show notes, your name picture and website will be sent directly to our email subscribers.



Our Share Request

Prior to airing your episodes, we will connect on social media wherever you exist so we can do the appropriate tagging post publishing.

We ask that you also share the episodes featuring you to your audience (all that are applicable)

- Podcast – All Ziglar Show hosts are available and desiring of being interviewed on your show as well!
- Facebook personal and/or business page
- Twitter
- Instagram
- Email list

If you will let us know which you are willing to do, we will ensure we make all the appropriate connections for maximum cross promotion.

What We Need From You Now

Please go to this link and provide the interview assets we need!

[or if we put this on the interview page, would say]

Fill out the form below to provide the interview assets we need!

<http://interview.zigshow.com/>