

After being booked with my Radio & Podcast service, run your INTERVIEWS as a Facebook & YouTube AD.

This is incredibly effective for authors because they can really target their book's audience and bring back sales and organic reviews!

For example, on Facebook when the AD video of your interview pops up in someone's feed, they can watch or if they're pressed for time, they can SAVE it and check it out later.

Another great thing that works in your favor is on YouTube, people are literally FORCED to watch the first 5 seconds of your Skype radio podcast interview/YouTube ad...

... seriously, its either watch you promote YOUR book or smash their phone or computer. There's no clicking around this until the SKIP option appears.

On YouTube, YOU only get charged when someone clicks your AD or watches 30 seconds or more of your video. This literally means your Radio and Podcast interview is getting visibility for FREE.

For example, my YouTube channel and movies have seen millions of impressions that I haven't been charged a penny for.

Moral of the story. You're much more likely to catch someone on YouTube in a buying mentality.

Go to your SEARCH on Facebook and search "best book reviews 2019."

Yup!

Not a lot of helpful leads pop up. Right?

You can't really search for "best book reviews 2019" on Facebook, but you can in YouTube... and you can target those people with an ad of your Radio & Podcast interview that is related to your book which increases your chances for organic reviews!

YouTube = Attention.

Everyone is on it, including my grandparents, ex-girlfriends but most importantly, your readers!

1,300,000,000 use YouTube and almost 5 billion videos are watched on it every day.

Be creative with your promo and don't be like everyone else!

