

# Increase Your Sphere of Influence!

**Marnie's Friends** is a show featuring experts and interviewees who join Marnie Swedberg live, on the air via telephone, to provide free training for speakers, authors, women's ministry leaders, event planners and others who are in positions of leadership.

## Vision Statement

**Marnie's Friends Radio Show** exists to train, encourage and equip Marnie's thousands of mentees who are members or guests at Marnie.com and/or WomenSpeakers.com.



## MarnieLive.com Show Details

### Show Description

**MarnieLive.com** is an hour-long, jam-packed training show where guests receive practical, doable, step-by-step tips from experts -- training that shortens the learning curve and increases proficiency in one specific Leadership Skill Zone each week.

### Audience

The show is frequented by Marnie's group of over 17,000 Women's Ministry Leaders, 1,100 speakers, plus other Blog Talk Radio Drop-Ins.

### Pre-Show Promo

Guest appearances are promoted in our newsletter, in that week's Marnie Minutes and blog, plus in last-minute SN pings that go out to Marnie's entire network.

### Leadership Skill Zones

Topic types we consider:

- Author/Speaker Skill Training (1x/month)
- Women's Ministry Leadership Skill Training (1x/month)
- Variety Skill Training useful to all leaders including:
  - Office, Email, SN & Time Management
  - Effective Meetings
  - Time Management for Leaders
  - Branding & Marketing
  - Coaching
  - Social Networking for Leaders
  - Recruiting & Managing Volunteers
  - Event, Retreat & Convention Planning
  - Fundraising for Religious Organizations
  - Travel Strategies for Frequent Fliers
  - How to start/grow particular sub-ministries like Bible Studies, prayer chains, etc.

#### Note: We Do Not Consider

- Bible study\*, Christian living or devotional topics
- Attitude-, Overcoming-, Endurance-Type Topics
- Life or personal experience stories
- Fiction of any kind

## Post-Show Audio Recording

Assuming technical success at gaining an audio recording of the live broadcast, the audio will become joint property of the host and guest. Both parties retain 100% ownership rights and may use the program in part or full without the permission of the other.

You may download your MP3 from <http://www.blogtalkradio.com/marniesfriends> within an hour after your show airs. Scroll down to the On-Demand Audios and select "Download". Note: When the archive is pulled from blogtalkradio, it will remain available to our members for many additional months over at <http://www.LeadershipAttitudes.com>, providing lingering publicity for you.

## Show Guest Requirements

1. Guests should select one segment of instruction in which they are an expert. We will feature that one aspect of your overall expertise during the show: it must be narrow enough to be taught by you and mastered by guests in the actual interview/training time of about 50 minutes.
2. Guests should prepare material for an interview vs. a lecture format, providing 8-12 talk points or questions Marnie can ask during the interview to insure you are able to cover the most important points so listeners will be fully equipped to succeed in mastering the show's featured skill set by the end of the show.
3. We have a **zero tolerance policy** for self-promotion by our guests. We have found it more effective to have our guests provide the training and to have Marnie provide the sales pitch/promo. If you are offering our group a discount or coupon code, please include that information in your submission details so we can communicate it clearly on your behalf.

## To Be Considered for a Guest Interview

**Step I:** Submit your show idea including three suggested titles plus 2 paragraphs answering the question our listeners will have: "What's in it for me?" One paragraph should describe the show idea main points and the other your qualifications to address that topic. Email this to: [info@marnie.com](mailto:info@marnie.com). Subject: "Potential Radio Guest".

**Step II:** Wait. You will hear from us within 30 days of your submission. If your proposal is accepted, you will be sent the link to the online booking system, at which point you may book yourself into any available Thursday afternoon slot. We typically book 2-12 months in advance. Note: If you do not receive a response in 30 days, please resend your request as it was either blocked, lost in our email bin, or lost in Internet space before it got to us. Thank you!

**Step III:** Upon receiving the go-ahead notification, be prepared to submit:

- A. Required: A full guest bio, describing why our listeners would want to listen to you.
- B. Required: One(1) .pdf or .doc file containing guest worksheet, free eBook or similar "follow-along" download. This MUST be your own material with your copyright and contact information obviously displayed.
- C. Required: One page of questions/talk points for Marnie to use during your show.
- D. Optional: Up to one(1) media copy of any one(1) book Marnie could promote for you (that is directly related to the show topic) to:

Media Bookings  
Gifts of Encouragement, Inc.  
306 Elk Street  
Warroad. MN 56763

Thank you for your interest in sharing your expertise with our listeners. We look forward to hearing from you.

\*Bible Study Exception: Beginning in the summer of 2009, we schedule 4 authors of "just released" Women's Bible Study books, for 15 minutes each, once a quarter, to be added to the WM Leader's resource site at [www.BibleStudyExpo.com](http://www.BibleStudyExpo.com).