

## Author's Instruction Guide from [www.podioracket.com](http://www.podioracket.com)

*Making a racket about Podiobooks.com authors!*

About Us: Podioracket.com is comprised mainly of Heather Roulo, the author of Fractured Horizon; Rhonda R Carpenter, the author of The Mark of a Druid, and Brian Rathbone, the author of the Dawning of Power trilogy. We also have special guests and interviewers.

About Podioracket: Podcast novelists and their audience enjoy the intimacy of the medium, but still depend on brief blurbs and book covers to find a match. We give authors a voice in promoting their work to an interested audience. Consider it the TV Guide of New Podnovels-- and your book is on the cover.

### How it Works:

In order to keep up with the quick pace of Podiobooks.com releases, we ask that authors provide basic information and contact us to set up a ten-minute Skype interview.

Once we have your information and interview we schedule you into a podcast as close to your Podiobooks.com release date as possible. This will help you build the right buzz. Our podcast comes out twice a month at [www.podioracket.com](http://www.podioracket.com).

### What we need from you, the author:

1. Your promo MP3- the 1 minute or less audio promo for your book will be played on the show. If you have a video trailer or other supplementary material we would be happy to link to that as well.
2. Book cover JPG- this will be used on our web site. Size specifications match what you are going to upload to Podiobooks.com, we are keeping this simple.
3. Contact info you want made available- Suggested: website. Optional: email, twitter id, Facebook, mySpace, etc.
4. Your Bio- Keep it under 50 words.
5. Contact us at [contact@podioracket.com](mailto:contact@podioracket.com) to arrange for a fun and low-key ten-minute interview. Sample questions are provided on the next page in the Interview Portion of these instructions.

Send the items #1-4 to [contact@podioracket.com](mailto:contact@podioracket.com).

Contact us if you have questions or if you simply haven't spoken to us yet and want to say 'hello.'  
([heather@podioracket.com](mailto:heather@podioracket.com) or [rhonda@podioracket.com](mailto:rhonda@podioracket.com))

### The Interview Portion

Have fun, this is your chance to get your personality across! Don't worry that it has to be perfect. We will edit the best parts together with us asking you questions into a 5 minute interview. We are Podiobooks.com authors ourselves and are very supportive.

### **Sample Questions**

We'll let the conversation flow naturally, but here is a sample list of questions. Let us know if you have a preference.

This is a kid-friendly podcast, so if your book isn't for kids then please mention that. It won't stop adult listeners from subscribing.

**Q1:** Be ready to introduce yourself.

**Q2:** Tell us about your book in your own words. What is it about?

**Q3:** What inspired you to write this book?

**Q4:** What's the best thing about the story? What should a reader listen for?

**Q5:** Was it difficult turning the book into audio?

**Q6:** Do you have tips for other authors?

**Q7:** Is the book available in other forms (books, ebooks, kindle, etc?)

**Q8:** Where can a listener go to learn more about you and the book? (Suggestion: Plug your website!)

**Q9:** Will you let us know how it goes, and whether you have any promotions coming up (such as contests, give-aways, going to print book signings, etc.)

**Q10:** [SUGGEST A QUESTION—Tell us what to ask and we'll do it. Answer the question you wish you'd get.]

THANK YOU! Remember to send your 4 pieces of info as listed on the previous page to contact @podioracket.com. We can't wait to hear from you! We are here to make a racket about your writing!