

SPIRITUALLY RAW  
*SECRETS*

to your OWN...

BLOCKBUSTER RADIO SHOW  
"A-Z FORMULA FOR SUCCESS"



APRIL & AJAY MATTA

Excerpt by **Brenda Pearce**

***Do you have product that needs global exposure?  
Are you passionate about your message?  
Perhaps even achieving star status?  
If you answered YES, welcome to the ride of your life!***

After interviewing **1200+** authors and service providers, April and Ajay Matta know how to connect with the audience, drive home the message, and ring the register. Within the first few months of launching Spiritually Raw, they had obtained more than 100 paid sponsors, accumulated a guest waiting list, created the social media buzz, and their brand exploded. It was not long before other entrepreneurs were asking how they created this magic in such a short period of time. Thus Spiritually Raw Broadcasting Network was born, and became the catalyst for the creation of Spiritually Raw Consulting.

April and Ajay are experts on how to create a blockbuster radio show, grow your business, expand your brand, and create lucrative joint venture relationships. You will learn how they developed Spiritually Raw, and how to duplicate their innovative model to become known as the expert in *your* field.

With a winning strategy and ***successful mentors*** with a proven track record on your side, you are accessing their knowledge and broadcasting experience, saving enormous amounts of time and costly mistakes, and taking the fast lane to victory!

#### **LEARN HOW TO:**

- *Set up, produce, and broadcast your own winning radio show!*
- *Create a product*
- *Obtain sponsors*
- *Self-promote*
- *Quantum leap your exposure*
- *Build a guest pool of highly qualified speakers*
- *Establish joint venture relationships*
- *Turn customers into clients*
- *Receive referrals and endorsements*
- *Develop into a prosperous broadcasting network*

# CONTENTS

- INTRODUCTION 2
- WHY HOST A RADIO SHOW? 4
- WHAT IF I DO NOT HAVE A PRODUCT? 4
- I'M NOT AN EXPERT! 7
- YOU NEED SOCIAL MEDIA 8
- SET UP & PRODUCTION 9  
*By Brenda Pearce*
- HOW TO STRUCTURE YOUR SHOW / FORMAT INGREDIENTS FOR SUCCESS 24
- DO I NEED A CO-HOST? 31
- HOW DO I GET GUESTS? 31
- PRE-INTERVIEW PREP 33
- IT'S SHOWTIME :) LET'S TALK ABOUT THE MONEY 35
- DISTRIBUTE! DISTRIBUTE! DISTRIBUTE! 36
- CONTACT US 37
- BIOGRAPHY 38
- TESTIMONIALS 39

# EXPOSURE! EXPOSURE! EXPOSURE!

Internet radio is easy to get started and a fantastic media outlet to get your product and message out to the masses cost effectively and on a global scale. Prior radio experience is NOT required, nor do you need a professional broadcasting resume or specific product. All you need is passion, desire, and dedication. The rest is easily learned.

*“Before we started Spiritually Raw our media experience was a big fat zero, we were Million Dollar Round Table Insurance and Financial Service professionals.”*

## WHY HOST A RADIO SHOW?

See the heading above! Mass exposure opens the door to endless possibilities - maybe even fame. Broadcasters are looking to be viewed as an expert and for a way to promote products or services, highlight their professional knowledge, increase name recognition, and gain new clients. Many broadcasters advertise their area(s) of expertise by running commercials during their own shows. Perhaps it's all about the entertainment factor, and you want to voice your opinion, or learn about specific topics by interviewing others.

## WHAT IF I DO NOT HAVE A PRODUCT?

Let's be clear...first and foremost **YOU** are the product! What you are promoting is secondary. People will buy into whatever you are offering, *if* they like and trust you. Knowing how to sell *yourself* is a vital component for your success. It is not about selling a particular product, but instead building trust and consumer confidence. What you do need is a charisma, a great idea, and a connection with your audience.

*“On top of not having an ounce of media training, we did not have a product either! However, we had a serious curiosity for the spirit world and lots of unanswered questions. Our vision was about creating something around the supernatural that has never been done before. Thus, Spiritually Raw was born.”*

***First, we came up with the concept.***

*A new genre: “Spirituality with Sex Appeal” - it had to be enlightening yet entertaining.*

***Next, we needed to figure out... what in the world are we going to talk about?***

*So, we came up with “We expose and explore controversial truths, myths, theories, and religious dogma surrounding the spirit world. NO topic is TABOO!”*

***That was followed with, who fits our guest pool?***

*“Special guests range from Psychic Mediums to Catholic Priests and everyone in between. Be prepared for a cataclysmic collision of energies.”*

***Now, we need a name and slogan to fit the profile.***

*“Spiritually Raw - Where skeptics meet spirits and consciousness connects”*

***Last, we defined what Spiritually Raw represents.***

*“Spiritually Raw is a philosophy of acceptance, peace, enlightenment, and tolerance for all humanity. Embracing the belief that there is a sprinkling of truth within every viewpoint and one’s own truth in each message, together we’ll turn the universal key to global harmony and create a unified world.”*

**VOILA...WE HAVE A SHOW!**

