



## *12 Ways To Leverage Your Business RadioX® Interview*

You now have a highly credible piece of thought leadership you can use to educate your market and promote your business. This content is meant to be shared, and there are countless ways to do it.

Listed below are a dozen of our favorite ways to stimulate your thinking and get you started . . .

- 1.** Post to your online profiles (LinkedIn, Facebook, Twitter, Google+, etc.).
- 2.** Share in your company Newsletter.
- 3.** Send an e-mail blast to your company's Mailing List.
- 4.** Feature as a Blog Post.
- 5.** Use as a response to comment on Industry Blogs.
- 6.** Transcribe and submit as an article for Trade Magazines.
- 7.** Issue a Press Release.
- 8.** Add a link to your Bio Page on your website and / or intranet.
- 9.** Include a link in your E-mail Signature.
- 10.** Put your interview on a CD or Flash Drive to share with clients.
- 11.** Create an Audio FAQ (Frequently Asked Questions) List.
- 12.** Share a link with prospects to Address Questions / Describe Solutions.