



Welcome to Between the Lines

Hello!

Thank you for your interest in being a guest on Between the Lines Podcast. We talk about all things Contemporary Christian Fiction!

Authors: While I would love to have the time to read your book, it's just not possible. However, if you could get me a BCC and/or short synopsis of it, that would be wonderful. If you have something you would like to focus the interview on, please let me know. This could be how it relates to your other books, how it is a deviation from your usual genre, what you learned or hope others will learn from your book—anything! Whatever you think your readers would find most interesting?

If you have trouble coming up with a topic, don't panic. I'll find one as I read your BCC. I'm sure we'll find *something* to talk about.

Readers: Let's face it! We all have opinions on books, authors' works, genres—all things reading. If you want to talk about it, I'm here to do that. So, let's talk books!

Episode Length: This could be anywhere from 25-45 minutes on average and take up to an hour to record (talking a bit beforehand seems to ensure a nice, relaxed interview). The entire interview is focused on you, your books and in particular, your most recent release, usually. But I like to talk about more than your book—I'd love to know the inspiration behind it, or what got you writing in the first place.

What to Expect

A few days before your interview, you will receive a reminder email of your time slot. If you need to reschedule, this is the optimal time to do so. However, I understand that life doesn't always play nice with schedules. Please do not stress if you have to request another date. Sometimes, I have to do this, too. I ask for grace now if this occurs. I really do my best not to let it happen.

The day before our scheduled interview, I will send you the Zoom link. I do not record the video, but I do like to speak face-to-face rather than interview only through audio. You will need to be sure your microphone is ready to go, and that's it.

On your release day, you will receive an email with the following enclosed:

- ✚ The website episode link
- ✚ The blog post associated with your episode
- ✚ A link to a snippet cut from the interview to be shared on social media (it is exactly 1 minute or less to ensure it is permitted on Instagram).
- ✚ An image featuring your author photo and your book cover (which you will need to get to me).

I recommend utilizing those not to promote the podcast but to promote your book. My hope is that you will see sales upticks after the interviews, but the more people know about it, the better chance you have to find new readers.

Frequently Asked Questions

Q: Do I need special recording equipment?

A: Not exactly. While you don't need a professional microphone and headset, if you have some kind of external mic it will make my job much easier and ensure the best listening experience for our listeners. Gaming headsets, Bluetooth headsets, or a USB mic will work fine.

Q: What about Internet? How good a connection do I need?

A: The better your Internet connection, the better the recording. If you have spotty Internet, we may find the recording doesn't work, but I'm always willing to try.

Q: What if I make a mistake or don't like how something sounds?

A: Don't worry. You can stop, rephrase, take time to think...whatever you need. I edit every second of the episode, so don't stress about how things sound. Life doesn't always give us do-overs, but Between the Lines does.

Q: How long does recording take again?

A: I like to plan an hour, although the finished interview will most likely be between twenty-five to forty-five minutes, depending on how much we have to say.

That's It!

I hope you're as excited as I am to talk books. If you have any questions, you can reach me at Jennifer@JenniferSienes.com. Until we talk, have a good day and go read a great book!