



YOU CAN'T
HIJACK
MY SHOW

by Susan Scher

TESTIMONIALS

For the book:

I loved this book! The information is great and it flows effortlessly. Susan gets some great – and I mean great – people together, people whom you would love to have lunch with, all of whom would be great mentors, and she just chats them up. The result is like a series of "fireside chats," but with a lot more to offer!

Brinn Colenda, author of *Cochabamba Conspiracy* and *Chita Quest*

Susan

I thought your book was in a fascinating format. The content was from an interesting perspective that I have never seen done before. Congratulations!

Ruth Bielobocky, CEO and President of Artist Scarvz

When was the last time you read what was on your radio? ... Susan has an insatiable curiosity and a comfortable way of pulling out the thoughts and feelings that matter from her guests. Take a read, and a listen. You will be glad you did.

Shaun Callahan - Chief Editing Officer - PEP Video

For Susan as a talk show host:

Thank you so much for allowing John Eitel ... and myself to be on your show. ... Your questions were probing and insightful.

Yazmina Rawji, Eventually Yours Corporate Consultants,
author of *Process of Illumination*

One hour of pure fun on your radio show!

Barbara Anne Rose, author of *Angel Works: Soaring from Abuse to Love, Forgiveness and Enlightenment*

I had so much fun on your radio show! Thank you so much for having me.

Ariana A. Ayu – CEO, Entrepreneur, Interpersonal Expert,
and International Author/ Speaker/Consultant, *America's Mojo Maven*

It was great talking to you and I enjoyed your insightful questions!

Natalie Forest, international speaker, author

Susan, what a wonderful experience working with you. ... You are a true professional.

Gretchen Shaffer, entrepreneur, restaurateur

"Amazing interview. Thank you so much ... You're awesome!"

Dan Vega, entrepreneur, speaker, business coach, talk show host

Susan is a natural. She ... makes it fun, ... enlightens her audience, and engages listeners with her phenomenal voice. A wonderful person to connect with on and off radio.

Shellie Hunt, CEO & founder of Success is by Design, Business Strategist, International Speaker, Trauma Expert, Author of the *Success is by Design*, executive producer of Success is by Design television series

Had a great time doing this. ... It was great working with Susan, a true professional.

Larry “Wes” Henson, aka Captain Dee-fense, über-fan, community leader

Thanks Susan. I had a great time... I've done enough interviews over the years and this was by far one of the best. When a guest feels that the host is a friend, that is a good thing. Great Job.

Dianne Collins, award-winning author of bestseller, *Do You QuantumThink? New Thinking That Will Rock Your World*, creator of the QuantumThink® system of thinking

Thank you Susan! Had the best time doing the interview, which seemed more like getting to know a new friend! Thanks so much :)

Woody Bradshaw, singer/songwriter

The interview was soon amazing and you made  it easy for me.

Frank Johnson, Frank Johnson Media, WRB Networks

TITLE PAGE

DEDICATION

To Mom.



ACKNOWLEDGEMENTS

First would have to be [Patsy Anderson](#). She's the one who started the network and who got me into radio in the first place. [Rosanna Tufts](#), who helped me through my first, oh, I don't know, twenty or so broadcasts and never seemed to lose patience with me. All my guests, of course. My brother-in-law, [Brinn Colenda](#), an author himself; his wife – my sister – [Linda](#), the best proofreader and grammarian I know; and my friend [Bruce Brimacombe](#); all of whom gave me such valuable feedback on this book before you saw it.



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WELCOME

Welcome

I've been a radio talk show host for about two years, and I feel like this is *exactly* what I am meant to be doing right now. I love it! It's always fun. I make sure of that. No matter who my guest is, I want it to be fun for them, too. This is partly because it makes my job easier. If my guest is having fun, they are nice and relaxed, so the story comes out richer and, well, very easily.

And it is partly because if it's not fun, I don't want to do it. That is my rule across the board. Does that mean I only ever do things that are fun for me? Working on that.

The shows in this book are all significant to me in some way. Most of them I chose because of their value to you, the reader. A lot of them are all the more valuable if you-the-reader, are an entrepreneur. The fourth one, for instance, has web designer [Deanna Lilly](#) walking us through installing plug-ins into a Wordpress web site. *Really* good reference to have. And [Aaron Young](#) goes over how to keep yourself legally protected in business.

Some relate directly to what is going on in the world today. [Bruce Brimacombe](#) talks about the electric car, which is where the automotive industry is heading. (Don't believe it? Listen to the

Welcome

show.) Others I consider to be very important to the world. These are the humanitarian ones, like [Adrian Suskin](#)'s orphans village in Zimbabwe.

The one with [Angie Johnston](#) will break your heart. It's not a sob story; it's just a glimpse of the reality of the morbidly obese (her term of choice) in our culture. It's not only very touching, it's important.

A few shows are significant only to me. They may mark growth points in my development as a talk show host. Or I may just like them. I hope you do, too.



HOW THE BOOK WORKS

How The Book Works

There are ten broadcasts from my weekly Internet radio show discussed in this book. The heading of each chapter (or show) is a link to that podcast. It doesn't look like a link, but mouse over it and you'll see the hand appear. In a few cases, the guest's name and/or business name is a separate link.

There are links at the end of each chapter that look the way most links do. There will be one or more of these links:

- The person's company, possibly more than one. In most cases they own it, but they may just be CEO
- The person
- Book and/or product
- Blog
- Facebook page
- Twitter name

There may be other links, if I think they're important. There will also be links in the text, but they will look like links.

Several times in the book, I refer to CEO Space. The explanation of that group is in the second chapter.

This microphone icon  at the end of every section takes you back to the Table of Contents.

Archives

If you'd like to listen to shows that aren't in the book, they are all archived on BlogTalk at www.pwnradio.net. PWN stands for Perfect World Network, one of Patsy Anderson's organizations. Patsy bought a block of shows, and several of us buy one-hour segments from her. Since we're a network, it's a little more complicated to find my shows – or any one else's, for that matter – because when you go to the site, you will see absolutely no reference at all to my show.

Scroll down a little and you'll see **Episodes On Demand**, and that's where you'll find archived shows. In the **Sort By** drop down menu at the right, choose Alphabetical A–Z. My shows come up starting about page five. Search for it as “In Other Words.” If you search without the quotes, you won't find them.



HOW IT ALL BEGAN

How It All Began

It all began with Patsy Anderson. I knew Patsy through her [Women's Expo Forum](#) and [Women's Expo Maryland](#). She is an idea person, a visionary. She is often too far ahead of her time. She had a web site fifteen years ago, back when only large businesses had them. She also set up a site that worked just like Facebook before Mark Zuckerberg thought of it. She is one of the most creative people I have ever known, and that is saying something.

She had been in radio for over ten years when she came up with the [Perfect World Network Radio](#) concept. She bought a bunch of air time on an Internet radio station and then recruited people to each buy an hour of that time.

Patsy kept encouraging me to do a show. She was sure I'd be great at it. My concern was finding a guest every week. I had no idea how I could do that. Patsy said if that was my concern, don't worry about it, she could get me guests. So, that is how I got most of my guests early on.

My biggest problem with learning to be a talk show host was the equipment. She says of all of us, I had the most trouble out of

the gate. Part of it was me, I'll admit that. I'm used to working in a studio, headset on my ears, a mic in front of my face, seeing needles move on the control board. There are no needles on the [BlogTalk](#) web site.

But part of it was not me, I swear it. When I was still broadcasting from Patsy's office, the equipment wouldn't work. It's true! I'd try to sign in and the station wouldn't accept my sign-in. I'd have the correct information, I'd try removing it and re-entering it, all the things you're supposed to do when you have a sign-in problem, and nothing. Or I'd try to sign into Skype. Same thing. I know this was not me because on two occasions, there was someone else in the office with me, and they saw all this. One time, the guy tried himself for 15 minutes and couldn't get connected. So, this one is not me. It still happens sometimes. It bugs me.

Years ago, I heard Ted Koppel doing an interview with two people with conflicting viewpoints. I think they were from the Middle East, which gives you an idea of the tone. He was trying to keep it a fair debate and one of the two was trying to pull focus. When he said, "Can I just say...?", Ted said, "No, you cannot, Mr. [Whatever his name was]. This is my interview." That was perhaps my first lesson in interviewing and I took it to heart.

I control the conversation. It's not a matter of being overbearing; it's a matter of keeping the conversation on track and moving forward. My job is to make my guest look as good as I possibly can and maintaining focus is one of the best ways to do that.

So, that's where the title of this book came from. Patsy was asking me to have two women on another show that I cohost with her, but to only give them 10 minutes because this was just a courtesy she was extending to them; we had another guest for most of the hour. She warned me that when she had asked this of another host, the women had gone on and on... She said they just hijacked the show. I said, "Oh, you can't hijack my show."

Which is true. You can try, but thanks to Mr. Koppel, I'm in charge. The few times I have let the guest lead, neither of us has been happy with the result. Anyway, Patsy said that would be a great book title. So, there you go.

If you have any interest in being a talk show host, I'm going to give you the best piece of advice you're ever going to get: Screw up. Make mistakes. I don't mean intentionally make mistakes, although I have been known to do that. But it's going to happen. You will get words mixed up, you will trip over your tongue, you will say stupid things, etc. When that happens, *own it*. Don't gloss over it. Laugh at

yourself. Very little will endear you to guests and listeners more than laughing at yourself. It makes you approachable, it makes you real.

It also sets the guest at ease. I had a group of women on the show once and they had never done anything like this before, so they were a little nervous. I could not get their names straight. But only the easy ones. The unusual ones, no problem. Sharnia I got just fine, it was Murray I couldn't say. I had trouble with Alexis, but not Candelera; I got Camika but had trouble with Williams. I have never before or since had that much trouble with names, even difficult ones. It was wonderful, though. I mean, if the *host* can screw up, the guest has nothing to worry about! By the way, that show is not in this book, but it will be in the full version, coming out soon.

So, on to the shows.



THE SHOWS

The Shows

You cannot imagine how difficult it was to pick only ten shows. Be on the lookout for an expanded version of this book that will include the stories I had to omit. You can check my [web site](#) for updates on it. Keep checking my web site for more on that, and when when the book is available, you'll get a discount on it.

A couple of caveats. First, the sound quality. It varies quite a bit. I got a new mic at some point and that accounts for some of it. But sometimes I don't know why. But weird though that is, all the shows are easy enough to listen to. Some of them were recorded via BlogTalk over the phone. In these cases, there is a few seconds of lag time. That may not seem like much, but sometimes it may appear that my guest and I are being rude, talking over each other.

A lot of my shows are pre-recorded. I usually record more than an hour and edit it down. Most of the time it's easy enough to do, but it can create some clumsy segues. We'll be talking about one thing and then all of a sudden, we're on a different topic. Sorry about that. I guess I'm just not a good enough editor yet.

Okay, time for the fun stuff.

January 2, 2013, John-Leslie “High Hopes” Brown



I opened 2013 with him and I can't think of a better way to have started the year. His name tells you he's the son of [Les Brown](#), one of the world's top motivational speakers. I'm sure that's not how he'd prefer to be known. I'm also sure that's how he will be known, for a good while yet. It's the curse of having a famous parent.

John-Leslie was at the first [CEO Space](#) Forum I went to, in March of 2012. He was always so nicely dressed, so well-presented, and always smiling. My roommate and I had talked briefly about that. I happened to see him in the lobby later that same day and I told him that. He scooped me up in a big bear hug and said he loved my energy. He said he had noticed that about me. Now, whenever he sees me, I get that wonderful hug. Every time. Whether he just saw me a couple hours ago or hasn't seen me in a couple years. And there's always that smile of his that could light up the darkness before the dawn.

Hopes – the name he goes by – has had a speaking career since he was 10. At 14, he was earning \$25,000 per booking. The president invited him to the White House. He was scheduled to sing with Dianna Ross' daughter. And he was failing three classes at school. I'm

not going to tell you how that went down with his father – you can listen to the podcast – but let’s just say he didn’t get away with it. Les Brown is *mean!*

John-Leslie says you will fail your way to success. Every highly-successful entrepreneur I have ever heard speak says much the same thing. They have all lost fortunes. Success is not possible without failure. The reason highly-successful people *are* highly successful is that they keep going. They learn from the failure, and go at it again. And failure” isn’t event the right word. Falling down is not failing. *Staying* down is failing.

When you listen to him talk, you will have no doubt he has been a successful speaker. You can hear it in everything he says in the podcast. He is so passionate! It’s also in the way he phrases things. It must be said, of course, that he has a great mentor. But even with the best mentor, you have to do the work yourself. And he’s done it.

He speaks to a lot of high school groups. He’s very passionate about reaching at-risk kids and keeping them in school. He uses his music to help him do that. Did I mention he’s a hip-hop star? Yeah, that’s why he goes by High Hopes, which is also an acronym. You’ll have to listen to the podcast for what it’s an acronym of. But he’s not like any hip-hop or rap artist you’ve ever heard. There is no hate or anger in his words, only hope and understanding. And his music is to

reach the kids. They're not going to go sit in an auditorium and listen to someone standing up at the podium, even if he is a young Black guy like them. But they'll listen to hip-hop, so that's one way he delivers his message.

What's interesting about the music is that the guy who told me I really had to listen to Hope's stuff was a 60-ish white guy. Not your typical hip-hop fan. But that's how Hope's music is.

A picture of him plays with the podcast, but as good as it is, it doesn't show his mega-watt smile.



[@JohnLeslieBrown](#)



July 17, 2013, Shellie Hunt, Success Is By Design



I had so much fun with [Shellie's](#) interview! One of the most fun I've done. We recorded about 90 minutes and it was really difficult to edit it down to 60. But it did mean I got to listen to it all again.

Shellie is a highly successful serial entrepreneur. She grew up under a house, next to the water heater. Really. That's where she lived. She had one pair of shoes at a time. This is serious

poverty. (Not surprisingly, she now has an entire room of shoes.) People often talk about having so many strikes against you in life, and succeeding *in spite* of that. Shellie and I agreed that you succeed in part *because* of that. There's that determination to not let it hold you down. If everything comes easily to you, you never learn how to work at anything; you never learn how to overcome adversity. One of the things we talked about is how things that are generally considered disadvantages are often what propel you to success. One of the strongest motivators can be being told no.

When the market crashed, a lot of the men were fired, creating a vacuum that they filled with women. Why fire men and hire women? Because women are cheaper. We get paid 78¢ on the dollar.* Still. Can you believe that?

The Dalai Lama recently said Western women will save the world. This is partly because women think outside the box more than men do, and the world is definitely in dire need of unconventional thinking right now. Women also institute change with a compassion that does not always characterize men's business actions (How's that for politically correct?). So, if you're a woman and you've been thinking of working for yourself, now's the time. Listen to this broadcast.

Women have the front line, as Shellie calls it. You get a woman on a mission, there's going to be movement. You get a group of women on a mission, just get out of the way.

We talked about three of Shellie's projects. The first is [Success Is By Design](#), a consulting business. She wants to help as many women as she can to become successful entrepreneurs and love their life. Shellie doesn't work with a formula to do this; she tailors the plan to each woman.

An outgrowth of Success Is By Design is the television reality show, [Remake My Life](#). She selects one woman and shows her how to remake every aspect of her life. Not just business, not just style and image, but credit, home, everything. The thing is, she is in season two now. When she started season one, she had no idea how to produce a television show. But she knew what she wanted. She held such a clear image that when she talked to people about it, it was tangible to them even though it didn't exist yet!

Then the Law of Attraction took over. People would say, "I can do this for you," or "There's this guy you've got to talk to," etc, etc. That successful first season was nothing more than the manifestation of a very clear image of the destination. If you can't *see* it, you can't *have* it!

Of course, Shellie is hardly the first one to say this. I have done *many* interviews with highly successful people and they all say that. Like all of them, Shellie says it with her own spin.

The third project is [The Women Of Global Change](#). Shortly before we spoke, the organization had won a Humanitarian Award at the World Congress Center. It is a free web site that is open to all women all around the globe. Anyone can begin a discussion. The idea is for women from all over to work together on issues. Or just communicate, get to know each other's cultures. There is also an annual conference.

Shellie said something I've never heard before, or don't remember ever hearing before, at any rate. All of us, when we are about to set out in pursuit of a dream, we get scared. We hear this voice in our head saying, "Who do you think you are? You can't do that!" But here's the thing: That's when your subconscious mind is opening to you. It may be telling you lies, but it's *talking* to you. That is the time to feed it with the oh-yes-I-can thoughts. Isn't that cool? In order to stop you, your mind has to open the door, and it's the door to its own destruction. *Step in through it.*

The most successful people tend to be the most accessible. Case in point, Shellie gave out her email address if you have any questions: shelliehunt@thewomenofglobalchange.com.

One last word from Shellie: Be very careful of the people you have around you; stay away from toxic people and relationships.

*I have since learned that some studies show slightly different figures, but they all agree on the principle.



[@shelliehunt](#)

[@womenofgc](#)



CONCLUSION

Conclusion

In the first draft, it was pointed out to me that this section was not a conclusion so much as an afterword. So, of course, my first move was to change the title to Afterword. But this same person – my sister – suggested I might actually make it a conclusion. So, here are some things I've learned from my radio show:

- Think big. Then think bigger.
- Act as though you already are the person you want to be.
- See your vision so clearly that others can see it, too.
- You will fail your way to success.
- Incorporating alone does *NOT* protect your personal assets.
- Incorporating has tremendous tax advantages.
- We have no idea what other people are going through, so be kinder than you think you need to be.
- Worry is a habit. You can break it. And you can learn any helpful habit you want.
- Entrepreneurship is the fastest growing course of study in our universities today.

CONCLUSION

- Almost all highly successful people have in common that they:
 - Did not get there alone
 - Do not stay there alone
 - Have a better work/life balance than most of us think possible
 - Are not only willing to help others, but eager to
 - And enough more to be a whole separate book

“Well, that’s our show for today.” Actually, I never say that. I give my guest a heads-up with a minute or two to go and ask them what they’d like to leave us with. When they’ve done that, I thank them profusely and say:

You’ve been listening to In Other Words..., part of Perfect World Network Radio. You can find us at pwnradio.net. You can find me, your host, Susan Scher, and my editing and writing business, In Other Words..., at inotherwordsgroup.com. Thanks so much for joining us. Join us again. ‘Bye-bye.



Meet the Voice



Susan's voice was her ticket into professional acting and it continues to be a major asset for her. She studied voice-over with some of the best in Los Angeles.

She has a Masters in Voice, and loves performing in musicals and cabarets, especially with her salute to her idol, Rosemary Clooney: *Out of This World*. Well trained as an actor, too, she has extensive on-camera and stage experience.

After years of being told she should be on radio, Susan got the opportunity in 2012 and has been in love with talk radio ever since. In addition to *In Other Words...*, she co-hosts Team Radio at 1:00pm every 4th Friday on WOLB 1010am, Baltimore's Radio One.