

# RADIO INTERVIEW TIP SHEET

## According to Tim Austin...

“Respect is what makes this world go around.”

“Respect must be earned.”

“You must give it to get it.”

“Disrespect is like a cancer in our culture.”

“Building your life around respect, honor, courage and character will guarantee you the success you want to achieve in life.”

Tim Austin’s quest to be a first-rate man is all about having the courage to build a life based on respect and honor. Real Men Don’t Talk Trash is the guidebook to building that life. Tim’s own experiences are the basis for this book. The principles covered in this book drove him to share those experiences with the world. His goal is to change our entire culture.

## Interviewer Questions for On-Air Chat (In no particular order.)

- Q: This book was obviously written for men, however at times throughout the book you talk about how a woman could benefit from reading this book, what exactly are you talking about here? *Answer: 2 min.*
- Q: Your book, Real Men Don’t Talk Trash, is not actually a real book at all; it’s an e-book, what exactly is that? *Answer: 1 min*
- Q: You have an interesting piece in your book talking about the universal Honor Code; you say that every man knows this code but would be hard pressed to write it all down. In your book you did just that didn’t you? What are some of the things in it? *Answer: 3 min.*
- Q: You talk a lot about respect, honor and courage in your book and you mention that quite a bit of your book comes from personal experience, what was one of the events that helped shape this book for you? *Answer: 3 min.*
- Q: What is the most important thing you think the average guy should take away from this book? *Answer: 2 min.*
- Q: What about your average woman? *Answer: 3 min.*
- Q: Where can I get your e-book? *Answer: 1 min.*
- Q: In your e-book you say that understanding respect and honor will make you more productive, how? *Answer: 2 min.*
- Q: How will my personal and business relationships improve from reading this book? *Answer: 3 min.*
- Q: What are some of the challenges men might face while trying to walk the path of respect, honor and courage? *Answer: 3 min.*
- Q: What are 3 or 4 characteristics of someone who is in need of reading this book, and how do you confront them? *Answer: 3 min.*
- Q: How would a single mom benefit from a book like this in trying to raise her son? *Answer: 3 min.*
- Q: Is it ok for a man to express emotions like sadness? What about crying? *Answer: 2 min.*
- Q: How will this book help with learning to tolerate differing opinions? *Answer: 2 min.*
- Q: What age does a boy need less nurturing from mom and start on the path to becoming a first-rate man? *Answer: 2 min.*
- Q: Some people might take offense to this book, saying that you are insulting their ability to raise their son, what would you say to these people? *Answer: 3 min.*

