speakermarketingsuccess

Conduct a Media Interview

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Be careful not to touch any equipment or bother studio staff before or during your interview.

Prepare for the Interview

Review your cheat-sheet &/or notes → Check/adjust your appearance → Studio hair/make-up?

- Yes → Follow directions for hair and make-up
- No

Wait in 'Green Room' until you are called onto the set → Leave your bag & cheat-sheet off-set as instructed → Wait → Seat yourself comfortably & check your posture → Turn off your phone

This would be a good time to complete any voice or breathing exercises

Wait

Participate actively in the interview

1. Be polite. Thank the interviewer for having you on the show.
2. Speak clearly & concisely. Avoid buzz words.
3. Never say "No comment." Find a way around the question that presents you well.
4. Watch your body language.
   A. Sit up straight
   B. Do not overuse hand gestures
   C. Keep steady eye contact with camera and interviewer
   D. Do not fidget or spin in your chair
5. Avoid "Um's" and "Ah's". It discredits your message.
6. Speak in a conversational way. Do not become too tense or monotoned.
7. Speak steadily and slower than you normally would.
8. Communicate your message with confidence.
9. Be mindful of the allocated time, allow for questions & have your conclusion/call to action ready.
10. DO NOT give any personal shout-outs.

Mention your willingness and availability for future interviews.

It is very unlikely that you'll be given a copy of the interview at the time, so make sure that you understand how and when the copy will be provided to you. Confirm that you understand what permission you may have to use the recorded interview on your website or for marketing.

Follow Up Your Interview

Note any feedback offered by the interviewer → Wait → Send a ThankYou email to the journalist → Ask for a copy of the interview recording

Your Interview is Now an Asset