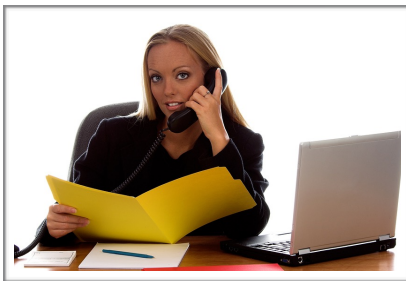


1) Know that print reporters absolutely, positively want one thing from you... **QUOTES**. Come up with some short, tight, answers.

If you've read *Media Training Crash Course*, use the quote system.



2) Before the interview, write out the answers (or messages) you would love to get into the interviews.



3) Divide those answers you just wrote into three categories and transfer it onto the [Media Messaging Grid](#). This will make them easier to bring up.



4) For phone interviews: keep the *Media Messaging Grid* in front of you. If you are face-to-face with the reporter, then think of the three titles at the top of the grid. Those three words are your mental roadmap toward bringing up messages.

5) Practice at least once, aloud, with another person interviewing you. Record it and review. If you don't do this, you won't feel like you are warmed up by the time the *real* interview has **concluded**. If you do practice once before, you will already be warmed up and even better come interview time.



- 6) Use your body language, especially your hands, even over the phone. This will help make you feel more relaxed, and improve the quality of your voice. In person, you'll look more natural, as well. Also, standing up helps. (Really!)
- 7) Energy Energy Energy! Make sure you have great energy. Be passionate about your topic. It will be infectious.
- 8) Know that anything that comes out of your mouth could be used as a quote. Don't repeat phrases from the reporter that you don't want to see as your quote.
- 9) If you hear the reporter typing or get very quiet, slow down and let them write out your quotes. Their silence can be a good thing.
- 10) Know that everything you say is "on the record." This includes any pre-chatting or interview post-chatting.

LAST THOUGHTS:

*If a reporter calls... First off, work out the protocol for keeping your publicist or communication person in the loop. They might have strategies, advice or warnings you need to hear. As for the reporter, they are usually on deadline. If you are not available to speak, they will likely move on to the next person who can help them. If you want to take time to create some perfect answers, you can tell them that you are absolutely available but want to finish up what you are working on. Ask if you can do the interview in ten minutes. This will give you time to write out those messages, answers you'd like to deliver during the interview.

*Want to have some control over exactly how they describe you and what you do? Give them the one sentence description. Often they print it word for word. I've given print reporters the following: "Jess Todtfeld, President of *Success In Media*, is a New York City based media consultant."

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