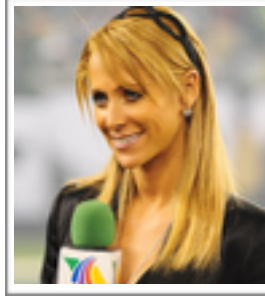


Top 10 TV Interview Tips



1) Lean forward 15 degrees toward the camera when doing a “sit-down” interview. (This gets rid of, or reduces, the “camera adds 10 pounds” effect.)

2) Look at the interviewer (not the camera), unless instructed to do otherwise during special circumstances.



3) Body Language: Move your hands, head, and body. This way you will **look** more natural, calmer, and more confident. As the interview goes on, you will start to feel that way, too.

4) Prior to the interview, write out a list of answers you would love to say in an ideal world.

5) Divide them into three categories and transfer it onto the [message tool sheet](#). Give each category a one word heading. These are your **Media Messages**. This is your **road map** for the interview. It will make a dramatic change to your ability to get exact messages / answers into the interview.

6) To stay “on message,” stay focused on just three categories of messages. Three popular categories are: [*Problem, Solution, and Call to Action.*]



7) Wear solids (but not black, white, or bright red).
No shiny or noisy jewelry that can distract attention.

8) Energy Energy Energy! Make sure you have great energy. Be passionate about your topic. It will be infectious.



9) Offer real value to the audience. If you do that, people will want to find out more about who you are and your topic.

10) PLUGGING - Don't forget about *your* needs!

If you are trying to get more traffic to your web site, promote a product or book, or mention your business, WEAVE it into an answer. Blurting out a web site and not giving anyone a reason to go there is not a technique that will make the media like you, or the audience visit. Plugging a free item that can be downloaded from your web site offers value and gives the interviewer a reason to let you mention your site... likely more than once.

Special Note:

If you represent an organization that has a communication policy or compliance issues, you need to know it and stick to it. You may need to have all outside interview communications go through someone else, and get approvals for speaking to the media.

Don't Keep Us A Secret! - People find value when good information and people are referred to them.

Feel free to refer or *introduce* us to others.

