



FIVE FAST TIPS

FOR AN EXECUTIVE TO MAXIMIZE A MEDIA INTERVIEW

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Every executive should plan to be in the news. Whether promoting a product or service; sharing industry or professional expertise; or reminding the neighboring community of valued relationships, articles in magazines and local newspapers can shine a positive light on a business and client successes.

Let's consider that a phone interview has been arranged with a reporter at a business or trade newsletter. Here are five tips to maximize that discussion.

1. A reporter is **NOT** your friend. **ANYTHING** you say can be used in print and recordings. You may think the reporter has agreed that a discussion is off *the* record or on background or not for attribution. Be circumspect.
2. **PREPARE**. Make a list of **THREE** important points. Print it in 16 point type. This list will keep you focused and define the topic under discussion. Remember, it is a phone interview, so the reporter cannot see you looking at your notes.
3. **DEVELOP MEMORABLE EXAMPLES** for each of the three points. Analogies, visual imagery, word play, rhyme, alliteration and acronyms keep the reporter's (and reader's) interest. Perhaps a product helps add time to your day by subtracting *steps*. Some people might value the key to unlock perennial problems. Be creative!
4. Try to **NOT REPEAT** a leading question. When a reporter tries to put words in your mouth, close your lips and swallow. Then answer. Take a breath to stay on track.
5. **DO NOT ASK** for nor expect to receive an advance look at the article or your quote.

BONUS: Write down the reporter's phone number and email address, so you can easily follow-up with: any materials you offered; additional details that were clarified later; or thoughts that escaped you in the heat of the moment.

EXTRA BONUS: Plan **NOW** to promote the article on your website and in your newsletter.

Want to practice? Need more tips? Contact me at janet@janetfalk.com or 212-677-5770.