



Media Training 101:

**THE SEVEN PRINCIPLES TO HAVING A
SUCCESSFUL INTERVIEW WITH THE MEDIA**

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PUNCTUALITY: THE KEY TO IMPRESSING THE MEDIA

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- Confirm meeting appointments with the reporter
- Show up a few minutes early to compose yourself
- Never show up late
- Be flexible if a reporter needs to re-schedule an interview due to breaking news

Talking Points: How to Speak to the Media



Learning how to speak to the media is one of the best tools to utilize when talking about your brand. You are your number one advocate for your brand so it's important to know how to portray that messaging in the best way possible.

- Assign a brand representative. A brand representative is somebody who can communicate well and effectively. It is somebody who is calm, collected, but has charisma. It needs to be somebody that isn't shy but doesn't come off as arrogant either. If you are not your own brand representative then choose somebody you trust who can convey positive messaging about your brand.
- When speaking with the media keep in mind the media's objective. A reporter is looking for the most simple but interesting quotes or soundbites to include in their story. If you have a new application coming out explain what the product is and explain it in two-three sentences. Keep things simple, concise, and uncomplicated. The reporter is re-telling your story to the general population so they will break down a complicated message into a more compelling and simple one. If you do that for them during your interview then you are eliminating some of their work during the editing process. Therefore, this allows for more interview opportunities.
- Practice, practice, practice. Attempt explaining your brand in one sentence or less. Practice in front of the mirror or to a friend. When doing live interviews you need to explain your brand in an engaging way but also in just a matter of seconds. A live television interview is usually only three minutes or less.

Expertise: Professionalism & Preparedness



Remaining professional with a reporter is just as important as remaining professional with a client. Also, be prepared for the interview with additional information the reporter might need about your brand. Examples include: a recent study, visual aids or props, press releases or other data they may need to complete their story can be very useful to a reporter. Impress the media with how prepared you are and you will get asked back for more interviews in the future. There are a few do's and don'ts when working with the media that we will go over in this section.

- Do act kind to journalist and respect their time
- Do present yourself in a charismatic manner
- Do talk positively about your brand
- Don't talk about your personal life unless that somehow ties into our brand summary
- Don't divulge information in regards to your political opinions or religious opinions
- Don't bring up controversial topics or speak ill of your competitors



Interviewing: Answering Tough Questions

A journalist's goal is to get the scoop no-matter what it takes. They will ask questions that you may not be prepared to answer. When in doubt you should say no comment. However, it is a good idea to be able to answer each question thrown your way. For example, if you have a new medical product and you are talking about health care in America it is best to avoid any political comments about the health care system overall. Remember to stay on point. Talk about your product and how it can help your target demographic. Don't navigate toward other topics and go on a rant about the issues in the health care system. Keep those opinions to yourself. A journalist only needs to know who, what, when, where, why, and how of your product. Anything else is not pertinent information for the reporter's story. Tips for Staying on Track during an interview:

- Decide on your main topic for each interview and stick to it
- For each question pause for a second and think about what you want to say and how you want to say it before you answer
- Always make sure you tell who, what, when, where, and how
- Share light, fun, and interesting details about your brand but make sure not to go into personal information unless it truly pertains to how you launched your business
- Remember to steer away from controversial topics related to politics and religion

Composure: How to Be More Approachable



In an interview you want to make sure that you come across as approachable and open. You do not have to dish everything about your brand to be considered an open individual, but you do need to be comfortable with the person interviewing you. Of course it is a little nerve-wracking at times when you are being interviewed but keep in mind each interview is great opportunity for your brand. Then take a few deep breaths and just relax. Most reporters don't bite.

- Smile- A warm, friendly smile can put anybody at ease and shows that you are enjoying yourself.
- Give eye contact- Giving eye contact shows that you are engaged with what the other person is saying and that you are connecting during the interview process.
- Give positive body gestures- Sit or stand up straight depending on what type of interview it is. Hold your stance in a relaxed and calm way. (No jumping on couches like Tom Cruise)
- Avoid self-comforting gestures- Make sure not to bite nails or do any foot tapping during an interview.

Also, keep your phone on silent and don't answer or return texts during an interview.

Clear Messaging: Conveying Concise Branding Efforts

There are many ways to communicate your brand. However, it is important to have your brand's messaging in place. The key to good branding is keeping details of your brand consistent. Also, demonstrating effectively what your brand can do for consumers. For example, say you have a new alcohol brand you can show the different types of cocktails you can make with your brand or if it is a new app on a mobile device you can show the host of the show how to use the app in a on camera interview or magazine feature. Finding fun ways to be interactive with your brand will help grab the audience's attention and make them want to use your brand. Make sure that you have done your homework on your audience and give them what they want.

- Keep messaging consistent and simple (For example if your brand is known for being good for the environment keep that theme and culture you have made for your brand consistent).
- Represent a positive message (Examples include being a do-gooder in the community (donating part of your profits to a non-profit).
- Showcase what sets you apart for your competitors (it could be a unique feature that your product does that no other brand does). Highlight it but don't bash your competitors.
- Do not act in an aggressive or hypocritical manner during an interview when discussing your brand.
- Always use the same brand representative when conducting interviews (people associate specific brands with a specific spokesperson) Messaging is all in the people who you have represent your brand. Make sure the spokesperson is always the same in interviews so your audience doesn't get confused.

Representing your Brand: How to Dress to Impress

When conducting an on-camera interview you need to appear professional but not without a little personality. The best way to play up your personality is by utilizing different color pallets. For men and women it is important to find colors that “pop” on camera whether that is blue, red, orange, yellow, or even purple. Also, you can match the color of your shirt with the color of your eyes. I know this seems silly that I am discussing color palettes with you but for television interviews or even magazine interviews you want people to remember you. Wearing black or white in an on camera interview is a big no. If it is your blazer, sweater, coat---that is fine but make sure you have some type of color underneath. Since the lights in a studio are very bright, white and black make anybody appear washed out.

- Do wear a bright color under a blazer or sweater
- Do wear simple jewelry (Nothing too large that could distract the viewer)
- Think Catholic school when wearing skirts for women (should be just above the knee)
- No tank tops, shorts, leggings, flip-flops, or anything that can be deemed as unprofessional
- Keep things simple, don't wear too many patterns or stripes unless they are subtle
- Makeup can and should be used for men and women (with bright lights you can appear washed out—therefore pile on the makeup so that you don't appear washed out)
- If you are afraid of going overboard with makeup then have it professionally done before your TV or magazine interview
- Keep hair clean, simple, and uncomplicated for interviews
- If you are unsure of how to style your hair before a TV interview as a woman you can always get a nice blow-out the day prior to your interview and for men a clean hair-cut is always a good idea as well

Keep in mind you are representing your brand and business every time you appear on television or in a magazine so you don't need to look like a supermodel but you do need to look like a professional! With these seven principles you will ace your interview and most likely be asked for a second interview as well! Best of luck!

