

Interviews don't have to be...scary.

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By Brian Holte

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Does the thought of asking someone for an interview cause your tongue to hide in the back of your throat? Does the thought of spending the night sleeping with the family dog you affectionately call Marmaduke appeal to you more than asking someone for a few minutes of their time? The fact of the matter is, whether your writing an ebook, or an article for a magazine, an interview with an expert who specialises in your topic of choice adds credibility to your writing and shows prospective editors your willing to go the extra mile to ensure that what you write is factual, and that your willing to interview the experts required to back up the research you've done. Are you expecting your potential interviewee to jump through your computer screen, scream and shout, and make all kinds of funny faces at you? And then scream...no way! It's that fear of rejection thing, isn't it? Do me a favour, grab yourself a size 12 shoe and stomp on that baby! It's therapeutic and it'll make you feel a whole lot better. Sorry to burst your bubble, but 95% of the time this won't happen. They may say no, but you know what? That's ok. It's their loss and your gain. Chalk it up as a learning experience and move on to the next person. Take comfort in knowing that the majority of people will be

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flattered that you have asked for their expertise, and probably would be willing to help you out. After all, their getting good publicity by giving you an interview. It's a win-win situation for both parties. Just make sure that when you do approach people about giving you an interview that you already have the questions that you want to ask them ready before hand. It's not advisable to ask them 100 different questions, 10 or less should be appropriate. Make sure your questions cannot be answered with a simple yes or

no, after all you want to add some good content to you project...right? Just make sure to thank them for their time and consider giving them a free copy of your finished product.

Brian is a freelance writer and owner of www.theebooking.com He likes to add quarky humor to his works to make them a read for everyone to enjoy.

Preparing For Your Media Interview

By Judy Jernudd

Media interviews are an important part of an overall public relations campaign. Any size company from entrepreneur to Fortune 500 can benefit from media interviews. Always arrive for a media interview prepared and early. We've seen competent CEOs drown in uncharted media waters. Being unprepared guarantees you won't get asked back. When you are contacted for any kind of media interview ask the following questions: What is the angle of the interview? Is the interview for Television, Radio, Print or the Internet? Will the reporter be interviewing anyone else for the same story? How much time will you have for the interview? What is the date the story will air?

Keep adding questions to your own checklist to help you prepare for your interviews. The following tips will help you:

Tip 1: Preview any show or publication before your interview.

Tip 2: Know what you want to talk about so you get your main messages across.

Tip 3: Prepare for the questions you expect to be asked.

Tip 4: Create 10–15 second sound bites that are memorable and get your point across.

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Tip 5: Understand colors and styles that are effective for on camera interviews.

Tip 6. Create any graphs, photos, or video to enhance your story in advance of the interview.

Being prepared and knowledgeable about your impending interview will boost your confidence and help you get the most from your media experiences.

Judy Jernudd is the CEO of STARtegitic, a Media Consulting and Coaching firm in Beverly Hills, California. Companies that benefit from STARtegitic Media and Presentation Coaching include IBM, Mobile Corporation, Dow, NASA and the United States Postal Service. Judy is the author of "Media Star Power ABCs to Successful TF, Radio, Print & Net Interviews." More information can be found at:

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