



# PRUFROCK PRESS INC.™

## Interview Tips

### Preparing for the Interview

- Familiarize yourself with the show on which you're going to appear. Know the host's name and manner of interviewing, the format of the show, and what is expected of you.
- Know the audience—who watches or listens to the show?
- Take advantage of every opportunity to promote your appearance. For example, if you're going to be on a popular radio show broadcast in the Washington, DC, area, call your Washington-based friends, family, clients, and so forth and let them know.
- Rehearse answering all possible questions that may be asked of you.
- Know in advance the major points you want to make and the messages you want to get across.
- Have with you any materials you may need to refer to.
- Work on a definition of what you do and boil it down to a single brief sentence that you can say.
- Arrange for absolute silence and no interruptions during the interview.
- Do you have call waiting? Use the call-blocking feature to shut it off.

### Making a Good Impression

- Be friendly—not too smooth or too stiff.
- When responding, use positive words and phrases.
- Use a well-modulated, energetic voice.
- Be brief. After 20–30 seconds, you're probably overanswering.

- Use humor, but don't tell jokes.
- Demonstrate that you are an authority by using facts to enumerate your points.
- Use dramatic statistics and findings to grab your audience's attention.
- Elaborate beyond yes or no responses.
- If on TV, be mindful of body language. Sit up straight and limit your movements. Look at the person interviewing you.
- Use names as you respond to the person interviewing you and the people calling into the show.
- End each segment with an upbeat, summarizing benefit of following your advice.

### **After the Interview**

- Be polite, even if the interview was unproductive.
- Send thank-you notes to all interviewers.