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# 23 Keys to a Successful Interview

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## Preparing for the Interview

1. Preparation is your best friend. Learn as much as you can about the reporter, the show or interview, and the audience.
2. Ask about the direction of the questions.
3. Know your objectives for each interview.
4. Establish two or three message points for each interview.
5. Convert your message points into “memorable language.”
6. Anticipate questions that may be asked.
7. Practice, practice, practice. Practice on camera, if possible.

## Delivering Your Message

8. Forget education jargon – now and forever.
9. Use the “bridging technique” to reach your message points.
10. Keep in mind that you know so much more about your subject than the interviewer does.
11. Take a deep breath before answering.
12. Make sure that the mind is in gear before the mouth starts.

13. Use personal examples to support your messages.
14. Use “alert phrases” before the important points.
15. Never say, “No comment.”
16. Never repeat a negative question.

## Providing Visual Support

17. Wear conservative clothing and jewelry.
18. If possible, find a location that supports your message.
19. Look at the interviewer when answering questions; turn to the camera when delivering a key point.
20. Eliminate mannerisms that will detract from what you are saying. Steady eyes suggest honesty; blinking, darting eyes suggest nervousness and dishonesty.
21. Relax ... but stay focused.

## Ending Interview

22. Know how to respond to, “Anything else you’d like to add ...”
23. Remove microphone before speaking any further about the incident.