



10 Ways to Prep for Media Training & Media Interviews

You've made the decision to get some media training. Congratulations! You are taking a step that every author needs to take. Unfortunately, many do not.

You are among the minority who choose to get training in order to be strong right out of the gate rather than picking the other option -- learn as you go, getting a little bit better with each interview you do—hopefully getting better. But who wants to finally be good by the end of a campaign? You want to be good at doing interviews from the very beginning. That's smart, and that takes training!

Through media training, we are making sure that everything you say, do, and think is in alignment so that you are congruent with your messaging. If you're incongruent, it will come across, either verbally or nonverbally and often both ways.

Now it is time to prepare by doing the exercises on this worksheet. Do as much as you can before our sessions begin. More will be covered during the training itself. Ready?

Here we go:

1. Think about your story. Why did you write your book? Do you want to share your expertise with others? Did you have a profound experience, and when you looked for a book on the subject you discovered there isn't one...yet? Do you want to save others from a difficult experience? Do you have knowledge that others can benefit from? Was there something in your past that you must write about? Whatever the reason, write it out here in a paragraph:

2. Create 6 key messages from your book. What are the most important points for you to make in each and every interview? Hint: Sometimes your chapter titles can give you a roadmap. Then put them in order of importance, with #1 being the most important.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

3. Create an interview question for each of your key messages.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

4. What are some common topics that you may be asked about during interviews? These may be different from your key messages, so make a point of jotting them down. Practice some answers and think about which key message it could lead back to.

5. Practice delivering your key messages during mock interviews. A mock interview is when you have someone else ask you your questions while you're on camera, and you record your responses. More on this during the training.

6. Practice bridging back and teeing up the next question during your mock interviews. Bridging is when you are asked something not quite on target, you begin to answer the question, and then you bridge back to one of your key messages. Teeing up is when you end the answer of one question and then gently lead the host in a new direction. This takes the pressure off the host to come up with all the questions.

7. Record your mock interviews. Try and wait a minimum of 24 hours before reviewing them.

8. Are there any questions you do not want to be asked? Is there anything you're scared to talk about? Write down any concerns here:

9. Get feedback about how you look and sound during media appearances. Best to get this from your media trainer because it will be informed feedback. You can show family and friends your mock interviews and request feedback. However, they most likely aren't media professionals and they love you, so their feedback may not be as helpful to you as it could be. However, it may be very affirming, and we can all use some of that, particularly when we're launching into new territory.

10. Pick out three different on-camera interview outfits to wear. If you're not sure what to wear, then pick clothes that others have said you look fantastic wearing. If you're still not sure, everyone looks good in some shade of blue. Stay away from wearing anything brand new the first time on camera. You never know what can pinch or ride up unexpectedly.

Spend some time going over these questions and come up with the best answers that you can. Remember, it is a process, so your key messages may evolve as time goes by and as you practice them.

To your success!

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