

A decorative header featuring a blue metal truss with four blue stage spotlights hanging from it. Scattered around the truss are several colorful geometric icons, including spheres with various symbols like a question mark, a recycling symbol, and a gear.

GET INTERVIEWED!



OBJECTIVES



So! You want to get interviewed. Assuming you commit to this regularly, 6 months from now, what are you hoping would happen because of these interviews?

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What kind of metrics will you use to measure the effectiveness of your interviews? List them below and rate how important they are to you. 1 star being the least important and 5 being the most.

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Metric: ☆ ☆ ☆ ☆ ☆

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Metric: ☆ ☆ ☆ ☆ ☆

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Metric: ☆ ☆ ☆ ☆ ☆

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Metric: ☆ ☆ ☆ ☆ ☆

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Metric: ☆ ☆ ☆ ☆ ☆

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Clarify Your EXPERTISE

Before you reach out or call anyone, nail down what your expertise is. This helps you communicate why people should interview you.

What do you do, or what does your company offer?.....

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Why are you the right person to interview about this matter?.....

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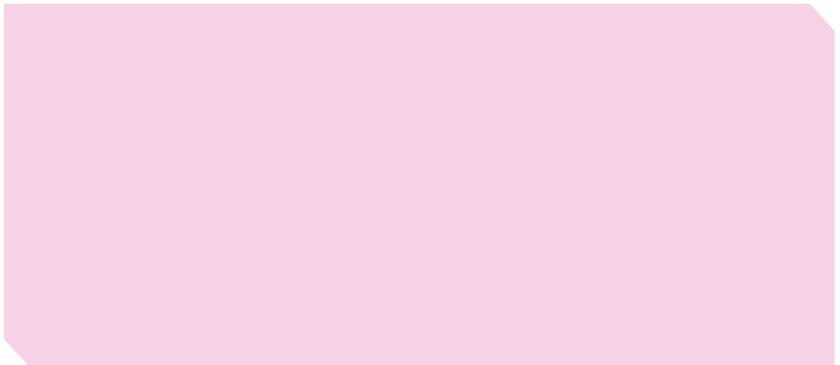
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What are the topics you can talk about?



Prepare Your ABOUT ME Page

When you put yourself out there for interviews, people want to learn more about you. You'll want to put your best foot forward and a stellar about me page can help their decision-making process and wow them at the same time.

Use this page to compile & craft information you want to put on the page.

What is your background?
What has been your professional journey?
Have you published any books or articles in respected publications/websites? What are they?
What are you passionate about?
How do you spend your free time?
What is one fun fact about you?
Anything else you want to share with the public?

Prepare A MEDIA PAGE

Once you get accepted for an interview, they'll ask you for information and pictures of yourself. You can save tons of time preparing for this ahead of time. Put this on a page that you can point people to each time.



Using the information about your expertise & yourself from the previous pages, create a short bio of yourself. Work on keeping this to about 30-35 words.

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Now build upon that and write another, longer bio. This time, keep it to about 80-100 words.

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Use this checklist to complete your media page.

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|--|--|
| <input type="radio"/> Short bio | <input type="radio"/> A black and white logo |
| <input type="radio"/> Long bio | <input type="radio"/> Color codes for your logo |
| <input type="radio"/> 1-2 headshots | <input type="radio"/> Link to your website |
| <input type="radio"/> A small logo | <input type="radio"/> Link to a freebie |
| <input type="radio"/> A larger logo | <input type="radio"/> 1-2 fun facts about yourself |
| <input type="radio"/> Link to all your social profiles you are active on | |

Prepare OPENING and CLOSING Statements

It is common for interviewers to ask you to introduce yourself or tell their audience a little about you. It may seem silly to prepare what to say about yourself, but when your energy is low, or you get distracted, you may forget pertinent information. Preparing this also helps you stay consistent.

Write 1-2 succinct statements to introduce yourself to an audience who knows nothing about you. Be sure to mention your expertise and set the stage for what you will talk about.

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Similarly, at the end of an interview, many hosts ask for a parting statement. Something you want to leave the audience with.

Write 1-2 points to summarize what you talked about. This can also be something for people to ponder and hopefully lead them to seek you out.

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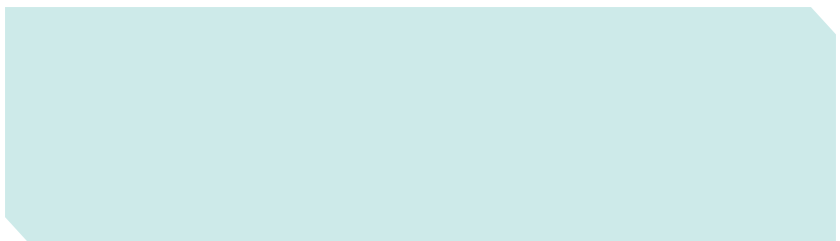
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Not all media outlets ask for a gift for their audience, but some do. Brainstorm what kind of lead magnet you can set up. Note them and the links here. Also remember to create shorter, easy to say links.



Your PRIMARY Audience

Everyone is not who you want to reach, even if your product can have wide appeal. Get clear who your ideal customer is. It'll also save you time, effort and resources when you can focus on efforts. Your primary audience is the group of people you want to serve the most. They can also be the group your product or service is best suited for.



What are the demographics of this group of people? E.g. age, sex, marital status, income range.

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What does their life look like? E.g. what are their hobbies, how they spend their weekends, what type of places to they dine or shop at.

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What is important to them? E.g. what charities do they contribute to, what issues do they care about?

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Your SECONDARY Audience

Even though you do not want to target everyone, you want to reach as many people as possible. Your secondary audience is the group of people who may not be your ideal customer but who need or want your product. This can also be a group who use your product differently.



What are the demographics of this group of people? E.g. age, sex, marital status, income range.

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BLOGS My Audience Read

List the blogs your audience frequent. Record them here as you find them. You can also use this as a master list of the places you need to contact.

Contacted



Name:

URL:

Contact Info:

Contacted



Name:

URL:

Contact Info:

Contacted



Name:

URL:

Contact Info:

Contacted



Name:

URL:

Contact Info:

Contacted



Name:

URL:

Contact Info:

Contacted



Name:

URL:

Contact Info:

Contacted



Name:

URL:

Contact Info:

PODCASTS My Audience Listen

List the podcasts your audience frequent. Record them here as you find them.
You can also use this as a master list of the places you need to contact.

Contacted

Name:

URL:

Contact Info:

Contacted

Name:

URL:

Contact Info:

Contacted

Name:

URL:

Contact Info:

Contacted

Name:

URL:

Contact Info:

Contacted

Name:

URL:

Contact Info:

Contacted

Name:

URL:

Contact Info:

Contacted

Name:

URL:

Contact Info:

MAGAZINES My Audience Read

List the magazines - both online and offline - your audience read. Record them here as you find them. You can also use this as a master list of the places you need to contact.

Contacted Name:
URL:
Contact Info:

Contacted Name:
URL:
Contact Info:

Contacted Name:
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Contacted Name:
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Other Places To Find SHOWS & BLOGS

You may not always know where your audience hangs out. And you may not know who is looking to interview people like you. The good news is, there are places you can go to find them. Note them here when you come across them.

Name	Link
HARO (Help A Reporter Out)	helpareporter.com
MyBlogU	myblogu.com
Podchaer	podchaser.com
Matchmaker.fm	matchmaker.fm
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Check Your GEAR & SURROUNDINGS

It is much easier to get an interview on podcasts, YouTube, online events and such than mainstream media. You can always work towards the biggest outlets, but you have to start somewhere. That means you have to bring your own gear.

Use this checklist to run through initial set up and before each interview.

Date:

- Excellent quality, working microphone
- Decent quality, working webcam
- Camera angle at eye-level
- Clutter-free background
- Sufficient light illuminating the face
- Solid color blouse/shirt

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Influencer/Show PROFILE

As you research more about a show or the influencer you want to pitch, note what you learn on this page. This helps you remember key pieces of information about them and their audience so you can craft a pitch that is relevant and shows that you have done your homework.

Show name:

Host name:

Publishing frequency:



Who is their audience?

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Are they my primary or secondary audience?

Primary

Secondary

Maybe



What topics do they cover?

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What is important to the host?

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What do you know about the host? E.g. family, background, former work, books written etc.

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QUESTION List

Sometimes hosts or interviewers may ask you to provide a list of questions you'd like them to ask you. Even if they don't, it might not hurt to attach one - unless they specifically ask you not to. Brainstorm below all the questions you can think.

Prepare For Your INTERVIEW

Show/Host name:

Topic:

- Date and time confirmed
- Confirmed time zone & noted time difference
- Requested information/images provided
- Outfit picked out
- Microphone is working
- Camera is working
- Reviewed influencer/show profile



Key points to cover in this interview

After Interview TASKS

Don't be a bad guest. After the interview, here are a few things you should do to show your appreciation. It helps you and increases the likelihood you'll get asked to return.

- Email your list about the interview
 - Share the interview on social media
 - Link to the interview in relevant older blog posts
 - Write on Medium on a topic related to the interview and link to it
 - Expand your thoughts on your blog and link to the interview
 - Pull quotes from the interview and share it
-

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