



How to Share Your **Message**,
Your **Products** and
Your **Business** with the World!

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MEDIA APPEARANCE CHECKLIST

The local television station has invited you as a guest expert... follow this checklist to get yourself ready fast.

- Visit the closest MAC store and buy a compact of studio fix powder.... this means you too guys! Shiny is not good.
- Create 5-10 short sentences about your expertise. These are called soundbites. A soundbite lasts 10 to 15 seconds.
- Practice your soundbites out loud until you feel comfortable with your answers.
- Have 3 key points you'd like to present about the topic you are being interviewed.
- Wait until the anchor/reporter finishes asking the question and pause one or two seconds before answering.
- Think about your answer and use one of the soundbites you have practiced, you can adjust it to fit the question.
- Remember to breathe.
- Smile while you are speaking.
- Speak in a conversational tone; the microphone will pick you up.
- Speak with authority and confidence.
- It's OK to respond with "that's a great question" or "I hear this asked a lot", it establishes your expertise.
- Have a case study or a statistic available.
- Pay attention to your hands and legs. Make sure you are not fidgeting or kicking your feet.
- Look at the anchor/reporter not the camera.
- Have Fun and Congratulations! Newsrooms love to invite the same people back over and over!