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sales and training solution



Being in the spotlight means you gain recognition for your knowledge, talents or skills, and it's a way for you to teach others about your field. In order to share your expertise with the public, you need to spend some time becoming media-savvy. If you can be dazzling in a media interview and then learn how to follow up, you'll find opportunities will keep knocking.

Over the next few issues, we'll be going over some tips and checklists to help you get the interview, prepare for the interview, handle the set up phone call, conduct the interview and then follow up afterwards.

Getting an Interview

You may be one of the top experts in your field, but if there is no access to information about you, then you won't be the one the media seek out when they need expert information. Here are few ways to get your name out there where members of the media can find you:

1. List yourself in the expert directories, which you can find by browsing the Internet.

For example, *The Yearbook Of Experts* (www.yearbooknews.com) offers a listing in their "hard copy" bound directory and their online site, as well as special online press releases for a yearly flat fee.

2. Send out press releases.

Can you link your expertise to a newsworthy event? Are you hosting a special event? Are you speaking at a prestigious institution? Have you recently written a book or an article? When ABC and CBS radio news asked me to analyze the body language of former congressman Gary Condit in the famous Connie Chung interview, I followed up those interviews with a press release to 500 media contacts. I got 27 more interviews, most of them with a nationwide listenership. Suddenly, magazines became interested as well.

3. Apply your expertise to something new.

For years I got interviewed about political speeches and interviews with political figures, but I wasn't meeting my goal of being interviewed by the popular magazines. It wasn't until I hit upon the idea of using my body language expertise to analyze a national entertainment event – the Oscars – that I received the national magazine coverage I wanted. We sent out a press release saying I could analyze the body language of the stars on the red carpet or during the awards. That

led to more than 20 radio interviews, and entry to mass-market magazines.

4. Offer – for free – something you have written that they could use on the air.

For example, create a quiz with 10 things people want to know about your topic and send it out to media lists. Make it short, content-rich and fun.

Next time, we'll look at ways to prepare to give a good interview and make the most of the opportunity.

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