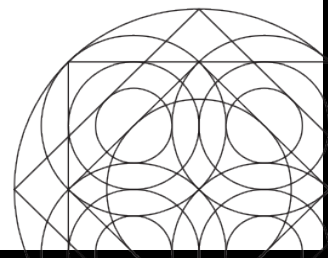
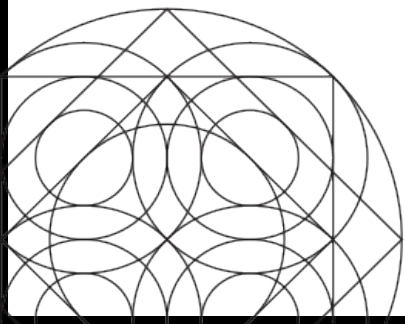


ESSENTIAL

*media
training*



Media Training

SOUND BITES

A catchy one liner that the Media loves them, and if you're good at soundbites...the media will love you!

Easy to remember and easy to quote

Rehearse, test, and then deliver at opportune moments

Make a list of the 10 interesting facts about your business, and start working them into catchy one-liners or Sound Bites. .

Ask yourself questions like:

What makes you remarkable when compared to your competition?

What are some stunning statistics in your Industry?

What do you stand for?

What is it about your business that you love?

What do you want to be known for?

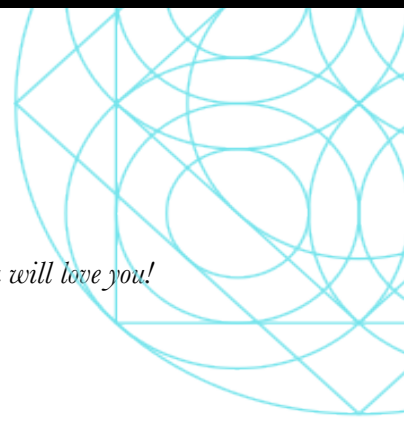
What is it that makes you unique?

How are you different from your competitors?

What do your clients value most about what you do?

Review your workbook from the Presentation Module lessons.

Now post your favourite Sound Bite in the Facebook group! Extra bonus points if you rehearse saying your Sound Bites then post the Audio in the group!





Media Training

BRIDGING STATEMENTS

Short filler words or phrases that you use to navigate away from your reporter's question and bridge into your own message

Helps promote your own agenda

You may have been asked a direct question, but you can answer it indirectly, and then navigate back to your agenda.

TRY TO INCLUDE YOUR MESSAGE/AGENDA WITH EVERY RESPONSE

A-B-C method

- Answer
- Bridge
- Communicate your key message in every answer you give

A --- The reason that's so important is --- C

A --- Why I love to talk about this is because --- C

A --- The reason I'm so passionate about this is --- C

A --- Which is great because --- C

A --- And an interesting statistic on that is --- C

A --- That's an interesting question but what I am here to talk to you about today is --- C

List out 3 Bridging statements that you feel comfortable using, practice using them in an a faux interview right now. So imagine I've just asked you a dull/tricky/closed ended Q, answer that Q as you would, now insert your Bridging Statement, and navigate back to a Sound Bite!

Bridging Statement 1:

Bridging Statement 2:

Bridging Statement 3:

Media Training INTERVIEWS

This is not a conversation, and the reporter is not a friend

Always give your best performance

Stick to your area of expertise

Keep your sound bites handy

Everything is on the record

Utilize breaching statements if necessary

- *Research the reporter...know their style and know what you are in for*
- *Know when to decline an interview request*
- *Reporters edit every interview to make interesting and intelligent content for their audience, and that includes making you look good!*

When you don't know the answer

In a phone interview its super easy, you can provide the information after the call if you're unsure.

Get that info to them as quickly as possible when you get off the call

If the interview is live, use a bridging statement to navigate back to your Sound Bite.

Do's and Don'ts with the media

Don't say "no comment". Instead use the ABC to Answer-Bridge-Comment

Don't ask to proofread the content. If you're not paying a publication for advertising then they have no obligation to show you their free editorial content.

Do ask for the questions in advance.

Do know that you have the option of declaring topics that are off limits, but you're better off handling them with grace and using your bridging statements to navigate back to your agenda.

