

# **Down and Dirty - Media Training That Works:** **What you need to know to hook ‘em, book ‘em** **and leave them wanting more**

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If you want to step up to the next level in your promotion efforts, interviews are vital. How can you make the most of those interviews and protect yourself from the “go for the jugular” journalists who love to feed particularly on romance writers?

## **Why media isn’t interested in authors as authors:**

- Everyone writes a book.
- You don’t make my phone ring.
- You don’t appeal to my audience.

## **Strategies to Hook ‘em:**

- Identify a problem
  
- Point to an opportunity
  
- Explode a myth

## **Developing Key Messages:**

What is important to me?

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What one thing do I want to leave behind for them to remember?

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What causes do I want to advance?

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How do these blend with my career as a novelist?

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My Three Message Points are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What can I offer as social commentary?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

What can I offer as small business commentary?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What is a problem I see?

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What is an opportunity I think everyone should know about?

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What are the biggest myths about what I do, my readership, or what I write?

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What are the truths that explode those myths?

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My sound bite:

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**How to prepare for an interview and Book ‘em:**

- Avoiding Culture shock—knowing the show
- Practicing your message points

## Ways to make every interview do publicity work for you (More things to know):

- Keep the interview on course
- The Two Step—phrases to get them back to where you want to go

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

- The Alignment Technique
- Details
- Repetition
- Pauses
- The Descriptive Scene
- Use your sound bite
- Ask questions

## Five things you should always do during an interview:

- Be genuine, but show them your best self.
- Keep to your message points and repeat them.
- Look the part, remember perception is reality.
- Be prepared for any objections and anticipate their questions.
- Be a good interviewee by creating conversation. Ask questions too.

## **EXTRAS – How to Leave Them Wanting More**

### **Media Combat:**

Verbal Karate vs. Verbal Akito

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Play the Skeptic

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Play the Witness

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For more information, please visit the website at [www.bluemooncommunications](http://www.bluemooncommunications.com) or contact:

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