



# MY CHECKLISTS

MEDIA / PUBLICITY

## Interview Checklist

know your material inside & out  
practice beforehand like this ....

record the interview

keep answers to-the-point, brief & don't run on and on

promote the interview before, during and after  
have your book (or product) nearby for reference

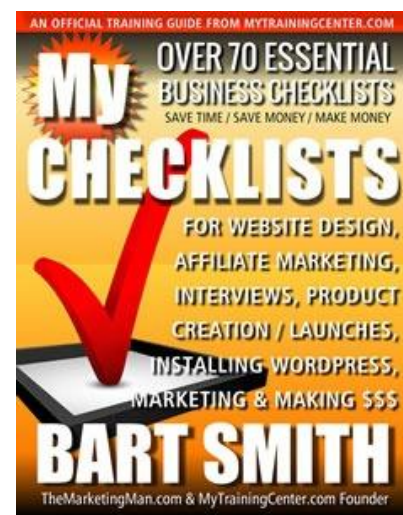
**BartSmithWorld.com**

# Media/Publicity Interview Checklist

by [BartSmith.com](http://BartSmith.com) | My Checklists [Book Details Page](#) + [Video Tours](#)

**It should be one of your marketing goals and activities,** as an expert, author, and/or professional in your field of expertise, **to get interviewed constantly in the media,** on podcast shows, on YouTube and social media channels, on the radio and TV in order to get more exposure for your book, product, service, website, etc., and to build your brand, grow your following, gain more subscribers, etc.

**With more than 30,000+ online amateur talk and podcast shows, 5,000+ high-level radio talk shows and 2,500+ TV news, talk and entertainment shows,** interviews have always proven to reach huge audiences in exchange for a few minutes of your time.



**Well, to get interviewed you need to prepare what you will say, practice what you'll say, find what shows your potential fans, followers, customers and clients consume, and get to know the host or those in charge of booking guests so you can get asked to be interviewed. Fret not, this checklist will help you get started!**

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## **1.0 → PREPARE FOR THE PERFECT MEDIA INTERVIEW**

1.1 \_\_\_\_ **Since most interviews are conducted by telephone or over the computer via Zoom, choose a quiet place in your home/office where you can speak freely and without interruptions.** Lock the door if necessary and let others know that you are behind closed doors for an important call. Sit in your car or in your garage if needed. You get the idea.

1.2 \_\_\_\_ **Prepare interview questions,** stories and talking points to cover the period of time that you expect to be interviewed. Interviews typically last 30-60-90 minutes. You might even place these questions on your website so show hosts can easily find them, print and customize them.

1.3 \_\_\_\_ **Be prepared to answer any and all questions** regarding your topic and know it well. Your responses should be concise yet fully informational because you only have a very short period of time to make your case.

1.4 \_\_\_\_ **Decide how you want people to get a hold of you after the interview,** such as giving out a phone number or website or looking you up on social media.

1.5. \_\_\_\_ Is your **website name easy to say, spell, remember?** If you don't have a website yet, at least secure a domain name before your competition gets the same idea. Go to [ReallyCheapNames.com](http://ReallyCheapNames.com) (or wherever you register your domain names) and register a new one that's memorable. Especially, register a domain name in the name of your book title, if you wrote a book or product/service you sell. For example, I have these domains forwarding to their book sales pages on my website: [FindTheOneForMe.com](http://FindTheOneForMe.com), [BSTheBook.com](http://BSTheBook.com), [WatchOutLadies.com](http://WatchOutLadies.com), [FantasyBoyfriend.com](http://FantasyBoyfriend.com), [LawsOfTheBedroom.com](http://LawsOfTheBedroom.com) and [MotivateYourselfToSucceed.com](http://MotivateYourselfToSucceed.com), etc.

1.6. \_\_\_\_ If you're being interviewed on a large radio or TV station, **direct listeners and viewers to a website that first captures their eMail addresses.** Then have an opt-in form ready to redirect them to where your book (or product) is sold. Capture the customers' names/eMail addresses and then push for a sale! Make a special offer such as a discount for buying more

than one of your books. Instruct them to “Go to MyWebsite.com to claim your FREE \_\_\_\_\_ when you buy my book at any retail store. Make sure you’re on my eMail list to qualify for \_\_\_\_\_. If you don’t enter to win, you won’t qualify for the FREE gift.”

1.7. \_\_\_\_ Aim to **be cordial, entertaining, informative, and respectful**. Make sure that what you have to say is newsworthy and of genuine interest to your target market and don’t be tempted to wander off topic.

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## 2.0 → **HOW TO GET INTERVIEWED ON ANY SHOW?**

2.1 \_\_\_\_ **Start by getting interviewed on smaller shows before you go after the big ones.**

This gives you lots of experience answering questions, crafting the perfect response per question, and gets you noticed by the bigger shows. Big shows only want seasoned or expert guests on their show; not those who don’t know how to give a great interview.

2.2 \_\_\_\_ **Go to [RadioGuestList.com](http://RadioGuestList.com) to find shows to be on or [Radio-Locator.com](http://Radio-Locator.com) to look up radio stations throughout the USA.** This is helpful when looking for local radio stations as well. Ideally, it’s best if you can secure a radio interview at the station. Be sure that you get pictures with them before you leave so you can post them on your website or press room.

2.3 \_\_\_\_ You can **search online for interview opportunities by using the keywords “[be a radio guest](#)” via Google**. Search for online radio shows that cater to your business or topic. Also, go to [BlogTalkRadio.com](http://BlogTalkRadio.com) and other online radio station websites to locate specific stations that cater to your needs. I can recommend [LATalkRadio.com](http://LATalkRadio.com). Their radio hosts are always looking for great guests. The number of opportunities you have for getting interviewed are virtually endless!

2.4 \_\_\_\_ **Learn the producer’s name and/or others that work at the station or company** you’re trying to get an interview with. Look for links on their websites that might read, “Become A Guest” or similar. You could also call the station and ask, “Do you interview guest experts on your show?” Most will respond with a YES answer. Convincing them that you are a viable guest expert for their shows is the fun part. This is your chance to show your creativity and enthusiasm. Here are more tips.

2.5 \_\_\_\_ If you can't give the station representative an overview of what you'd like to talk about, **send a preview of the topic you wish to be interviewed for such as a new book**, company, service, product, etc. This information could also be posted on your website or in your press room. A page on your website could be dedicated to convincing radio stations hosts and producers to book you for interviews. It has all the information they need in one place to make a quick decision. What you want to hear from them is, "Wow, this looks impressive. Yes, let's schedule a date/time to bring you into the station. Do you have your calendar handy?"

2.6 \_\_\_\_ **Provide the potential interview host/producer with endorsements for your book from customers**, clients, celebrities, experts, industry gurus, and anyone who is a fan of your work.

2.7 \_\_\_\_ **Provide endorsements from other talk show hosts that have interviewed you in the past** and/or links to their websites (and yours) where this information is posted. The more you have to offer, the more in demand you become. Start small, such as local stations, and continually build your reputation!

2.8 \_\_\_\_ Depending on the method you use to send your material, **include press releases, copies of your recent eZine/newsletter, flier, postcard, one-sheet, articles published online/offline showcasing your profession and accomplishments**. Ideally, this should be on a one-pager on your website where you can refer interviewers to a specific link having all the information they require.

2.9 \_\_\_\_ Don't forget to **follow up 2-3 days after you send in your proposal for an interview and then follow up again** if you don't get a response back within 10 days. Follow up with a phone call and/or eMail (or both) if you must leave a message. Another way to get their attention is to send a postcard with your book cover (for example) as a reminder that you are still interested in their station and speaking to their audience of listeners.

2.10 \_\_\_\_ **If you can't get in touch with the producer or show host, talk to and/or befriend a representative of the station**. Send a gift (for me it's my world famous chocolate chip cookies), an autographed copy of your book, sample products you produce, etc. If you don't get the kind of response you're looking for immediately, don't give up. Keep the station updated on what's happening in your world, notifications of other interviews, a new product, etc.

## 3.0 → WHAT TO DO **BEFORE** THE INTERVIEW

3.1 \_\_\_\_ **Listen to previously recorded/archived shows to get a feel for how a particular host interacts with guests.** Also, pick up on talking points other guests or listeners or callers have made. You can bring them up in your interview if appropriate to make a stronger impact on the host and their audience. "I recall one of your previous guests talked about \_\_\_\_\_. That's an interesting point because \_\_\_\_\_." Become the guest expert that gets invited back again and again!

3.2. \_\_\_\_ **Be sure that the station you are targeting has the best numbers to contact you and vice versa.** Use caller I.D. to watch for their calls. Typically, a producer or staff member will contact you and connect you with the host of the show. Get that person's name and be sure that you thank (name) for patching you through.

3.3. \_\_\_\_ **What time of the day is the radio show?** How long is the show? Be aware of varying time zones when soliciting numerous stations.

3.4. \_\_\_\_ **How long will your interview be?** Practice interviewing for a period of time until you feel confident about what you'll say. Some interviews might be 15 minutes, 30 minutes or even longer. Will you be prepared to speak for two hours? When participating in a radio interview, it's live, obviously, and it's your big chance to make yourself known. Never go unprepared.

3.5. \_\_\_\_ **Get the host's direct eMail address** at the station so you let the person know how much you are looking forward to the interview. Include any press material or samples of your work if possible. You'll want to send them a thank you note after the interview as well.

3.6. \_\_\_\_ **Research the host on the radio station's website.** The more you know about your host for the show, the more comfortable you'll be speaking to him/her. Be aware of current events in their area/town/state if needed to present a power-packed, informative interview.

3.7 \_\_\_\_ **Does the host accept call-ins?** This would be very good to know in advance so you're not caught off guard. You might want to prepare yourself with sample scenarios, case studies, and more to respond to questions beyond what the host is prepared to ask you about.

3.8 \_\_\_\_ **Ask the producer what information you can freely give to your fans such as your website,** toll free number or other number, eMail address, etc. Confirmation on the small things

goes a long way when it comes to building rapport with the gatekeeper of the show you're going to be a guest on.

3.9 \_\_\_\_ **Suggest to the host that you will give away something** (i.e., product, book, audio program) to 1-3 lucky winners before, during, and/or at the end of the show. Be sure to get the winner's full name, eMail address, mailing address and phone number. Then, personally autograph what you're sending and include a note that explains, "Congratulations on winning \_\_\_\_ on as announced on the \_\_\_\_ radio show last week." You can include a mini-catalog or one-sheet of your other products/services when you mail out the prizes. Include several business cards distribution. This is a great opportunity to network.

3.10 \_\_\_\_ **Ask the radio host if you could provide the show with a pre-recorded mini-commercial to promote your upcoming interview.** You can record this on your computer, then save it to an MP3 and eMail it to the show as an attachment for their use. For example, you might record something like, "Hi, this is Bart Smith, author of LAWS OF THE BEDROOM. If you'd like to learn more about (topic), tune in to the (name radio show and station, date plus date and time). Join in on the conversation!"

Ask the producer of the show if this is feasible. They might have the perfect script prepared for you.

3.11 \_\_\_\_ **Does the TV or radio station have any relationships with bookstores or other entities suitable for your product?** If you are promoting a new book, your local bookstores might be interested in a book signing at their locations knowing that you are scheduled for a TV or radio interview. Your interview could promote more business by driving more customers to their stores. Remember to video record and/or take photos of your book signing events for promotional purposes.

3.12 \_\_\_\_ **Is there any topic that might be off limits** (by you or the station) for your interview? Don't be caught unaware and say something you'll regret or that will ruin your chances of future interview gigs.

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## 4.0 → RECORDING INTERVIEWS

4.1 \_\_\_\_ **If your interview is recorded, ask for a copy.** Ask if you can use it to promote the interview on your website, YouTube and other social media channels. If your interview is recorded and the station is unwilling or unable (for any reason) to give you a copy, direct your audience to the station's website or wherever the interview is posted. By chance can you embed the video on your website? Ask.

4.2 \_\_\_\_ **Post all your recorded interviews in your press room and on your YouTube and other social media channels so future show hosts and producers can listen to how you interview.** Your interview could potentially inspire other stations to ask you to be a guest on their show as well. If all else fails, recreate the interview using another interviewer utilizing the same questions and content discussed on the show. This is a great way to bring home the powerful message you delivered on the show that you can now use with full copyright privileges.

4.3 \_\_\_\_ **Does the host of the show where you'll be interviewed promote it any way?** Consider asking them what they do to promote upcoming shows. This will give you the chance to create a backlink to your website or on social media channels and share when you'll be interviewed upcoming with your fans, followers, subscribers, and audience. Be your own reporter. After the interview, discuss the outcome of the show on your website and social media channels. By having reciprocal links with the show, you both gain in traffic and SEO appeal.

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## 5.0 → MEDIA INTERVIEW TECHNIQUES

5.1 \_\_\_\_ **Not all interviewers are experts on the topics they cover,** which is why they rely on experts for facts and commentary. Depending on the media you choose to interview with, learn the names of the producer, host, former guests, previous show titles, staff members and more. No two interviews will ever be the same so your goal in an interview is to get your message across.

5.2 \_\_\_\_ **Know the show name or radio station call letters** (i.e., KFIZ, KQV, WDAY, KWAM, WOC, WBBZ, etc.) as needed.

5.3 \_\_\_\_ **Know the frequency of the stations** (i.e., Newstalk 1290, 1065 AM, 95.5 FM, etc.).

5.4 \_\_\_\_ **Know contact numbers such as main office,** direct or emergency contact telephone number in case you get bumped off of a call. This happened to me once. I was in an interview

with a radio station and I was accidentally dropped. Luckily, I had the station's phone number handy and called back immediately. I didn't want to rely on them to call me back. As there were several other guest experts on the call, I took matters into my own hands and was immediately reconnected within a couple of minutes.

5.5 \_\_\_\_ **Who is hosting the show and do they have any co-hosts?** Be certain that you can pronounce everyone's name properly. If you're uncertain, ask and don't wing it. Be certain you have the correct spelling for written communications. You might write the names on a piece of paper at a glance to ensure that you don't make any mistakes. This goes for any other information you might need to refer to. Consider creating a one-sheet with everything you need to know and it's ready at your fingertips.

5.6 \_\_\_\_ **While conducting an interview, feel free to take notes about a topic/question you want to respond to.** When you and your host have finished with your talking points, look at your notes for any last detail you wanted to bring up. Make every effort to keep the interview smooth and free-flowing to avoid sounding confused or unorganized.

5.7 \_\_\_\_ **PREPARE for the interview days in advance of the interview.** This is a case where practice makes perfect. Research the station and demographics of the show. Know who their listeners are such as gender, age group, etc. and tailor your interview toward that audience; good for you and good for the show.

5.8 \_\_\_\_ **Secure the date of the interview and put it on your online/offline calendars and then schedule time** to practice and prepare for your interview.

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## 6.0 → WHAT TO SEND **PRIOR TO THE INTERVIEW**

6.1 \_\_\_\_ **After you ask which method of communication the host and/or producer prefers such as telephone, eMail and/or regular postal mail** prior to the interview taking place, send a letter to confirm that you know the time, the place, and the subject matter of the interview and how much you're looking forward to it. Include benefits for their listening audience and propose a plan to promote your interview on their show.

6.2 \_\_\_\_ **Provide a biography including your accomplishments.** Send a short biography that the host can read on the air and a more detailed one so the host can learn more about you.

Even though the show can access this information on your site, send either an electronic copy or a hard copy so you know they have it.

**6.3 \_\_\_\_ Include your website and specific page links to where you archive information for your press room** and/or media purposes. Provide specific page links to your biography, samplings of previous interviews, press releases, etc. Make it easy to find, for example, [http://YourSite.com/press room](http://YourSite.com/press%20room) or [/press kit](http://YourSite.com/press%20kit) ... etc.

**6.4 \_\_\_\_ Send an eMail the day before the interview to acknowledge that you are enthusiastically anticipating the opportunity to interview for the show.** This can reassure them that you're on top of things and you haven't forgotten about the interview that was booked possibly a month ago. Include a link to your website where you are currently promoting the upcoming interview and the respective RV/radio station. If you record this information on your website, the station might want to listen in.

**6.5 \_\_\_\_ Send multiple (autographed) copies of your book, not just one.** Ask if they'd like a couple to be sent. The wholesale cost of your book multiplied by 2-5 books is nothing compared to the value of exposure and notoriety you're going to get when you get interviewed on their show. Most hosts will read them or either skip through them before, or even during the show! Also expect the host not to know too much about your book. Don't make them look bad in front of their listeners, but help them do their job well!

**6.6 \_\_\_\_ Send 10-20 suggested questions to the host with suggested answers** that you'd like to be asked. Some hosts will ask the questions you provide them verbatim. Others will creatively tweak your questions or come up with their own. Don't be shocked or offended, but be prepared if they don't ask any of your questions and come up with their own. The answers help the host craft even more questions or topics for discussion.

**6.7 \_\_\_\_ Send the host/producer one-sheet with your full name, contact information and a brief description of your book/product/service** and how the audience can obtain what you offer. I suggest you print the 8 ½ x 11 sheet using 16 font size for easy reading so the host can refer to it while speaking live.

**6.8 \_\_\_\_ Have the answers to questions and page numbers (if referencing your new book).** Don't be caught off guard not knowing your topic or how to answer a question. If possible, ask for a set of questions that the host will be asking so you can prepare in advance of the interview so it goes smoothly.

6.9 \_\_\_\_ **If you are invited to the studio or station where the interview will be conducted,** take extra copies of your book or samples of your product. Dress appropriately for the occasion and be prepared to ask for photographs with the host, producer and staff. If your interview is scheduled for live television, ask for tips on what to wear and what colors work best for TV viewers. Take pictures with your cell phone of the name of the studio inside/outside of the building for display on your website. If you don't get a recording of the show, you will at least have photos to share with your audience!

6.10 \_\_\_\_ **Mention the station's call letters during the show whenever you get the chance.** It helps the host remind listeners of the show's brand. You might say, "Thank you, (Host Name), for having me on your show here on NewsTalk 1290." Mention the host by name throughout the interview. It's all about exposure and branding and reciprocal promotions help you both particularly when you have such a broad reach of listeners unique to radio's listening audience.

6.11 \_\_\_\_ **If your book is not ready for release, especially by the time of your interview, direct everyone to a name squeeze page** where you collect their names and eMail addresses. Start building your list before the book is available. Picture offering 1-10 winners a chance to win a FREE copy of your book or product! The cost for shipping a few FREE books/products pales to 500 people who sign up to buy having viewed or heard you on a TV/radio station interview.

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## 7.0 → **PLUGGING YOUR BOOK, PRODUCT, SERVICE or WEBSITE**

If you sense that the host is not promoting your book/product enough, then take advantage of the opportunity to plug it yourself, professionally, but with gusto. How often?

a) \_\_\_\_ Once in the **BEGINNING**

b) \_\_\_\_ Once in the **MIDDLE**

c) \_\_\_\_ Several times **THROUGHOUT** (especially if it's a 45+ minute interview)

d) \_\_\_\_ Once at the **END**

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## 8.0 → WHAT TO DO **AFTER** THE INTERVIEW

8.1 \_\_\_\_ **Be prepared to send post cards designed with your book cover on one side and an area on the other side to write a thank you message** to everyone that helped you through the interview process. This goes for any product or service you may be promoting.

8.2 \_\_\_\_ **If you haven't already done this, be sure to contact the station to ask if you can eMail or fax one sheet containing all your contact information** related to how listeners can reach you and/or buy your book/product/service.

Since the receptionist is usually the only person a viewer or listener can reach, it's best to leave the information with the receptionist first and then ask to pass it along to other staff who might interact with listeners who call in.

This one sheet should contain your full name, company name, telephone number, website, eMail address, book title (if selling a book) or product/service details. A one page website works for this.

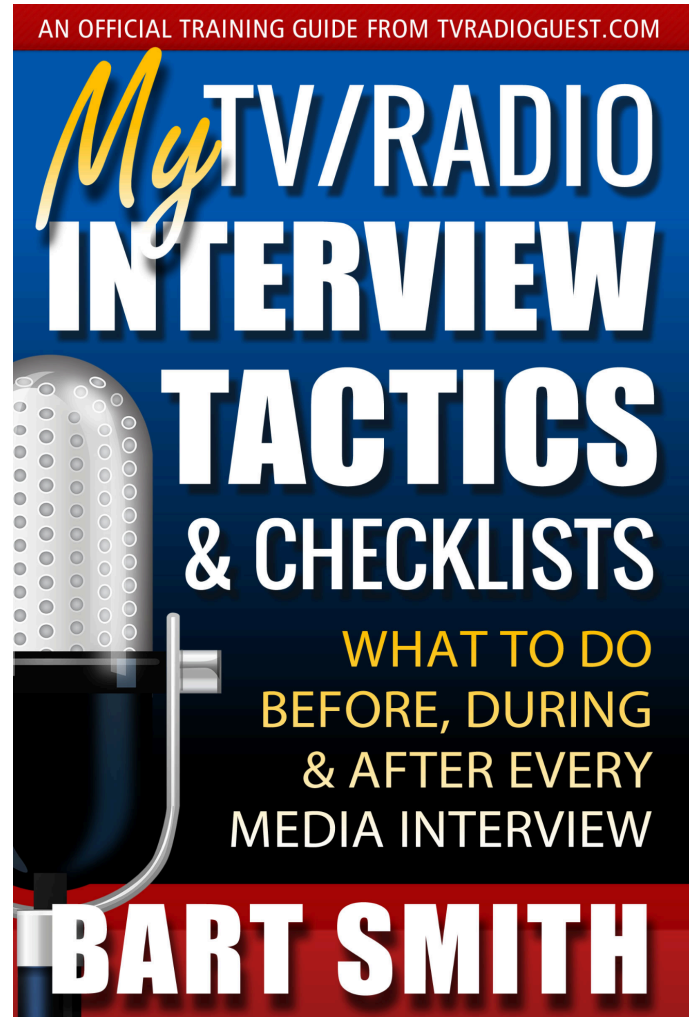
8.3 \_\_\_\_ If you had a good experience at the radio/TV station, **recommend others to contact them to inquire about interviewing opportunities**. Suggest they use your name as a referral. "My friend/associate was just interviewed by you, and I was wondering how I might get interviewed. My expertise is on \_\_\_\_." When sending your thank you letter, you could include names and contact information for those that you recommend. This is another way to network with people.

8.5 \_\_\_\_ **Within the following 24-48 hours, ask for a testimonial while the information is fresh**. Also as the host or producer for approval to post any testimonial or endorsement on your website or use it in any marketing promotion:

"(Your Name) was a superb guest on my show, (ENTER TITLE). I would definitely interview them again and I recommend others do the same."

For your next interview, check out the [InterviewGuestsDirectory.com](http://InterviewGuestsDirectory.com) for a wealth of interview possibilities via talk shows, radio, TV, podcasts, articles, blogs and more.

8.4 \_\_\_\_ Also, **check out these two books of mine** for [more training on getting interviewed](#) and how to prepare, pitch and [become a guest on TV](#).



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