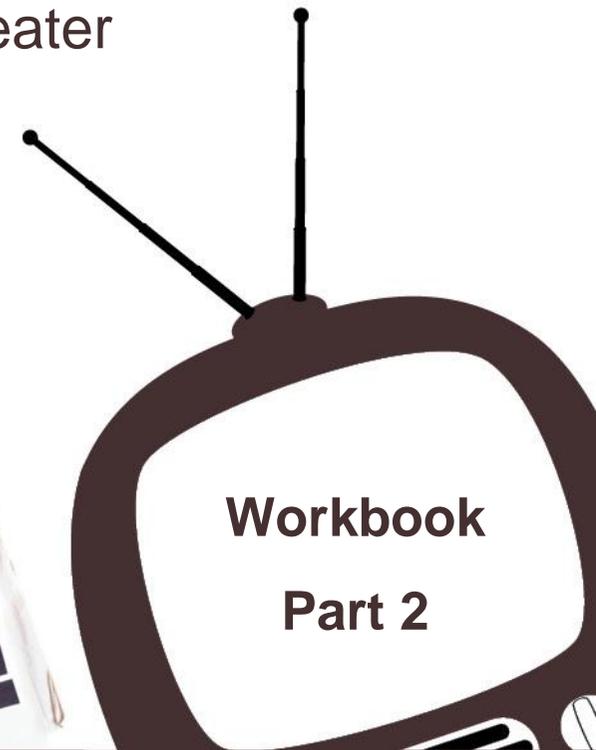


# Catapult Your Business to a Whole New Playing Field

## Media Mastery

Creating New Possibilities and Greater Reach Using Free Media



Workbook  
Part 2

Jill Chivers

# Welcome to Part 2

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Becoming a media master opens the door into a new world, one you didn't think you could ever get the key for. I'm here to tell you that you can obtain that key.

If you take action on the strategies in this Workbook, you will come closer to creating new opportunities and increasing your reach using the power of free media.

If you are committed to taking action, this Workbook will show you which ones to take. In Parts 1 and 2 of this Workbook, we explore nearly 40 Media Mastery secrets and strategies to catapult your business to a whole new playing field.

All businesses can benefit from free media, but not many businesspeople have the time, energy and attention that are required to become media masters. If you realise that now it's time to get serious and put time aside to develop true Media Mastery, this Workbook will show you how.

Welcome to Part 2 of the Media Mastery Workbook!

## How to use this Workbook

This Workbook comes in two parts.

Part 2 follows the same flow as Part 1:

- Content on what that section is about. What it is, why it's important and how you can use it.
- A prompt for you to take action. This is sub-titled **Your Action** and these are possibly the most important sections of the entire Workbook. If you do not take action, nothing will change. You will have simply accumulated more information. Please take the prompted actions. I've made Your Action as easy to do as possible, and this is where the real traction comes from.

Parts 1 and 2 are intended to be used together. We also wanted to Part 2 to have a 'stand alone' feel to it, so where we expand on topics first introduced in Part 1, we recap the major points so that you don't have to flip between the two documents.



## A word about pace

Take action at your own pace. That might mean you download, print out and bind the Workbook in a few hours and start work that afternoon. It might mean that you read the material online and create electronic files to store your actions, and take one action every day, or every week.

Here are some additional thought-starters when it comes to pacing yourself:

- If you are keen to jump into it, remember to pace yourself so you don't run out of steam partway through. There is a LOT of material and some of it is designed to be done over a period of weeks. Take that time.
- Rushed action that isn't thought through can be just as useless as no action at all. "Hasten slowly" is a good mantra.
- Make a commitment to taking focused and deliberate action – don't just "wing it."
- Keep a steady pace. If you set yourself a goal of **doing something every day for 6 weeks**, say, that is one way to make sure you take action on every single strategy, and you have an end goal in mind.

## Before you start

You might consider printing out the Workbook (both parts) and either binding it or putting it into a folder. This may make the material more accessible than if you simply keep it in an electronic file.

The take-up rate of downloaded information products is appalling – I've read reports that say that less than 5% of downloaded info products are ever used all the way through to the end.

Don't let that happen to you.

If you have truly decided that **now is the time** – you are ready to catapult your business onto a whole new playing field by leveraging free media – then really commit to doing all that it's going to take.

Have a proactive strategy for learning all you need to learn and for taking action.

The odds of you succeeding will explode if you do that.

## Why Media Mastery?

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Appearances on television, on radio and in print have the power to explode the size of your audience, and to catapult your business onto a whole new playing field – a playing field where new possibilities exist that you can't even imagine.

This Workbook shows you the secrets and strategies to gain Media Mastery. These are the secrets and strategies I used to attract over 40 media stories in an 18-month period, many of which were repeat appearances.

If you follow the secrets and strategies in this Workbook, you will have the confidence and capability to attract free media, and make the most of every media opportunity.

To your media success!

# The Fine Print

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Every quality publication has 'em. And so do we. Please note.

## Notice of rights

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# Overview of the Three Phases

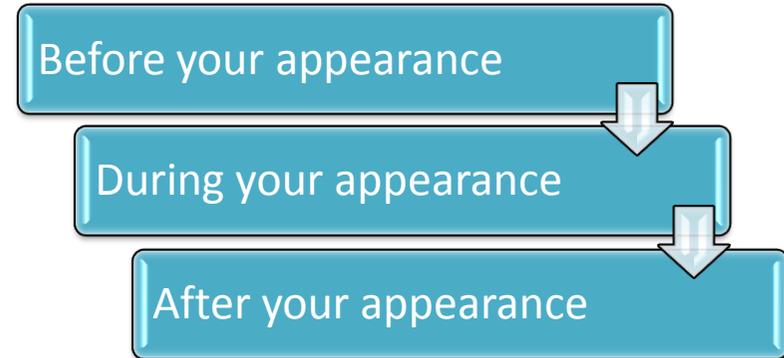
Media Mastery is not a single event, done once. It is a series of activities, conducted with conscious thought over a period of time. That's what this Workbook is about – giving you the full story, end-to-end, when it comes to Media Mastery.

Media Mastery is not simply “getting free publicity.” Sure, there are strategies that will increase the likelihood that you'll get some free publicity (and we've covered those in Part 1 of this Workbook).

But what are you going to do with it once you get it? Free publicity without proper preparation for the interview itself (whether that be on television, on radio or in print) will yield a lukewarm result, at best.

Media Mastery doesn't finish when the interview is over, either. Sometimes that is just the beginning of Media Mastery!

This is why our approach encompasses the three phases of Media Mastery. The end-to-end process that, if you follow it, will help you to become a master of the media.



Each of these phases has sub-sections within it, making it really easy to read and use the material. This material is designed for you to *interact with it and use it*. That's the only way it will make any difference to your business and your life – if you **take action**.

Come on, let's get into **Phases 2 and 3** of Media Mastery!

## Phase 2: During Your Media Appearance

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You've done a lot of the hard work to ensure your media appearance will be a success already. In Phase 1 we explored preparing for your media appearance, and if you've done most of those exercises, you will be well positioned to deliver a fantastic media interview – one that you will be proud of and that will deliver the results you are looking for, and quite possibly even more.

That's the thing about the media – you just never know where it's going to lead! It has the wonderful potential to take you to a whole new playing field and to be exposed to possibilities you didn't even know existed before.

Well done on all your preparation, it will come in handy now. Because...it's now the day of the interview. Here you are! It's time to shine! All that preparation has set you up to be ON and to deliver the right words in the right way at the right time.

In this section, we're going to cover the key strategies to be aware of and employ *during* the interview. The secrets and strategies we outline in this phase are important to take action on and take seriously.

**There is a monumental difference between knowing and doing.**

We are not looking to increase your knowledge base with these secrets and strategies – *we are seeking to increase your capability*

*and your confidence.* And that does not come with more knowledge acquisition – it comes with taking focused, deliberate action.

Even if you read through these strategies and secrets and have a sense of “yes I know this,” be aware that feeling familiar with the content will not automatically equate to being able to do the things that are described. That only comes one way – the same way that any new skill is acquired – through the taking of conscious, considered action.

Like Phase 1, I have sub-sectioned Phases 2 and 3 into smaller chunks of information to make it easy to read and digest the information.

## Playing the Inner Game

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There are two strategies here:



## Strategy #21: Managing nerves

You're going to have some nerves on the day of the interview. That is to be expected. As we discussed in Strategy #17, our goal is not to banish nerves. Our goal is to use them wisely.

There are two key strategies you can use to make good use of nerves on the day of your interview – reframing and physical strategies. Let's look at each.

### Reframing

Reframing is a mental technique to think about a situation differently. Reframing is a helpful way of *changing the story* about a situation.

How reframing is used in this context is that we want to think about nerves differently. Instead of the association most people put to nerves (that they are “bad”), we want to change that.

We don't accept the standard story about nerves, the standard story being that nerves are wrong or bad or to be avoided at all costs. No, no, no! We have a far different story to tell about nerves. Here are some reframed statements about nerves:

- Nerves are necessary! Without an increased shot of energy, you can't possibly shine during the interview.
- Nerves are a good sign! They are a signal that your energy is high, that you are ready, that you are primed, that you are ON your game.
- Nerves are important! Nerves signal an increase in adrenalin, something you will need to carry you through to the end of the

interview. You can't run out of steam halfway through the interview, no! You NEED this heightened sense of energy, of excitement, of enthusiasm, that comes from these nerves. After all, it's the juice to power your performance.



## Your Action

Just before the interview (as in during the hour before, and the immediate moments before), and also anytime you experience nerves during the interview, *reframe!*

If you don't want to use one of the reframed statements above, create your own. Compose a reframed statement about nerves in terms of how they help you, why you need them, and what positive and powerful purpose they serve.

Do it now:

## My reframed statement about nerves:

## Physical preparation

Any high-performing individual will tell you that nerves manifest themselves physically, with symptoms like increased heart rate, sweaty palms or brow, agitated legs or feet, increased blink rate, and rapid shallow breathing.

These are all important signs that your nervous system is preparing for something. Something important.

Like a sprinter on the starter's line, these physical symptoms can be used to power your performance – not to derail it.

- Just before the interview (in the hour leading up to it), be aware of your body and any physical signs you're noticing – increased heart rate, for instance. Just notice. Use your reframing powers to turn these observations into useful statements: *"How curious – my body is telling me that I'm getting ready. This is good!"*
- Use these physical signs of increased energy and excitement for your own purposes.
  - Shake your hands rapidly.
  - Take five deep, slow cleansing breaths.
  - Rise up on the balls of your feet and back down again five times.
  - Roll your neck twice in each direction.
  - Smile, even if you don't feel like it!

## Your Action



Just before the interview (as in the hour before, and the immediate moments before), and also anytime you experience nerves during the interview, *use the physical symptoms you experience!*

If you don't want to use any of the suggestions above, create your own. Compose a list of physical actions you can take just before the interview, to channel the energy and excitement that you are experiencing.

Do it now:

### Physical actions to channel my energy:

## Strategy #22: Managing yourself

You know from Phase 1 that there are two components to self-management – your self-talk and your posture.

### Self-talk

Self-talk is about being aware of and positively directing your thoughts. Most of us are now aware that our thoughts are powerful, and that masters in any field don't let their thoughts run away with them.

So often we don't pay attention to our thoughts – we let them run riot. We remain largely unconscious of all the thoughts that are streaming through our heads, and we do even less to control and direct those thoughts.

And yet, with a simple shift in our self-talk – in our thought patterns – we can experience something that otherwise would be a negative as a positive.

In a media interview context, negative self-talk can show up in repeated thought patterns such as:

- “I'll make a mess of this.”
- “I'll forget my key phrases and everything I want to say.”
- “I'll look like an idiot.”
- “I'll sound like an idiot.”
- “I'll feel like an idiot.”
- “I'll ‘uhm’ and ‘aah’ and sound incoherent.”
- “I won't be good enough.”

- “People will be watching/listening to (reading about) me and thinking ‘*Who’s this joker?*’”

And those are only a handful of the extremely damaging negative thought patterns that can be running through your mind, waiting to trip you up when the time of the media interview arrives.

Don’t let that happen to you.

There’s no room for negative self-talk during the interview. If you must indulge the inner critic, then after the interview is the only time it should be allowed a voice. Never before, and never *ever* during the interview.

Let’s banish that negative self-talk! Actively and consciously prepare and use positive self-talk statements like the following:

- “I’m going to EAT this interview for lunch!”
- “People want to hear what I have to say.”
- “I’m on FIRE! I am burning to share my message!”
- “I’m ready! I’m prepared! I’m ready to rock and roll!”
- “I can’t wait for the interview to start – it’s going to be great!”
- “I know my stuff! Inside out and backwards!”
- “They want to hear what I have to say!”

## Your Action



Refer back to Strategy #18. What prepared self-talk statements did you write down then, that you can use now?

Especially if you don’t want to use one of the self-talk statements above, create your own. Compose a set of consciously chosen self-talk statements that you can call upon whenever you need them in the moments leading up to the interview. You can also remind yourself of them at any point during the interview if you need it.

Do it now.

## My consciously chosen self-talk statements:

## Posture

Posture refers to the way you hold your body. Many of us are unaware of how we hold our bodies on a day-to-day basis. Unknowingly, our posture – one of the biggest tools in our tool kit – is not being put to any, let alone good, use. We slump, we slouch, we sprawl, we sag.

During the interview, you must use your posture in a positive way. How you hold your body will make a huge difference to how you feel, how your voice sounds, and how you are perceived.

Set your posture to “resourceful.” Not bolt upright, not held tightly or stiffly, but held firm, with spine straight, shoulders relaxed yet square, head held on top of the spine (not jutting forward).

On interview day, be conscious of and use your posture – it’s very powerful.

## Your Action



Refer back to Strategy #18. What posture elements did you identify then that you wanted to rehearse?

Put those consciously chosen and rehearsed posture elements to good use during the interview. If you want to use this “resourceful state” posture, here is one I prepared earlier:

*As you sit down to get ready for the interview:* Imagine a thread of light running from the back of your ankles all the way up your legs, through your spine and neck and out the top of your head. This thread “holds” you – it keeps you fully upright and breathing deeply.

This golden thread will allow your breathing to flow deeply from your diaphragm to power your voice. This golden thread will send a message to your brain that you are powerful, that you are ready, that you are ON.

## Playing the Outer Game

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There are four (4) strategies in this sub-section of the outer game. These are important strategies we first introduced in Phase 1 – preparing for your media interview. We pick them up again here as they relate specifically to *delivering* a great media performance.



## Strategy #23: Making the most of the physical

The outer game of your media appearance includes the very important element of the physical. What is this?

It's the way you look and sound. It's the clothes you wear, your hair and make-up, it's how you stand and sit and hold your body, it's your gestures and eye contact. It's all those things – visual things.

It's also the way your voice sounds. The tone of it, the pitch, the pace at which you speak, particular vocal patterns, words you use.

As we discovered in Phase 1, the way you look and sound is very important. Unless visual images of you are not going to appear at all (such as if you are being anonymously interviewed or the magazine/newspaper is not going to take your photograph to accompany the piece), the way you look and sounds matters in every single interview you do.

For television in particular, the way you look and sound is paramount. It is almost impossible to stress too much the power of the visual and vocal when it comes to television.

You want to make sure that your physical appearance is congruent with and supports your message. Nothing is more frustrating than having a powerful message to send, but it being overtaken or sabotaged by some element of your visual appearance or vocal qualities.

Don't let that happen to you!

The day of the interview you should be all prepared – this is no time to be wondering what to wear or testing out outfits. It's the day to move into action on each of the elements of your visual and vocal presentation. We're not going to go over the ground covered in Phase 1, but we're going to touch on each element as it relates to the *delivery* of your media interview.

Let's go through each.

## Clothes

Your clothing choices are prepared – we did that in Phase 1. Refer back to the thorough list of things to consider when it comes to clothes in that section if you need to.

Here are some **additional** key points to check off as you are getting dressed on the day of the interview:

- You should feel comfortable. If your clothing pinches, strains or pulls in any way, it will show on your face and in your voice. You should not wear a new outfit on the day of your interview (or if it's new, you should have broken it in, and worn it for a few hours or days prior to the interview).
- Dress in a way that amplifies, underlines and supports your key message. Your words are incredibly important, but make sure they aren't drowned out by what you are wearing.
- Dress in a way that supports and expresses who you are as a person. If you are a fitness expert are talking about some aspect of that, don't wear a suit – wear something casual like quality jeans and a pressed t-shirt, or it may be even more

appropriate to wear good-quality sports gear. If you are a businessperson and you're talking about a serious business issue, or about finance or the economy, more formal attire, such as a suit, is appropriate. Dress for who you are and what your interview/story is focused on.

- Here's another helpful way to think of clothing. Imagine you are an actor assigned to play the character of YOU. And this character – YOU – is appearing on television, or on radio, or being interviewed for a newspaper or magazine. *How would the costume director dress them to visually convey all this?* This character – YOU – is going to be appear as their “best self.” They have a Very Important Message to send, and they want to be sure they get it across as effectively as possible, including using the visual elements at their disposal. We all know how important costumes are in movies, on television shows and on stage. So let's apply that wisdom here. *How is the costume director going to attire you?* Organise what you'll wear with that in mind.
- Be aware of the focus-pulling power of skin. Wherever there is skin, our eye goes there. Rolled-up sleeves – we notice the forearms and hands. Low-cut blouse, we notice the cleavage. Open-toe shoes, likewise - except that it's toe cleavage. Sleeveless top, we notice the arms. Short skirt or shorts, we notice the legs. Be aware of where you are showing skin and consciously decide if that is okay or not.

## Face: make-up, hair and glasses

Your face is the centre of communication. With very few exceptions, this is where we want people to be looking – at your face.

You are all prepared because of the work we did in Phase 1 – you know if you are doing your own make-up and hair, you know that television lights will wash you out and you need make-up whether you are a man or a woman, and you have checked your glasses for their glare factor.

Here are some **additional** key points to check off as you are focusing on your face the day of the interview:

- Even if you are a man, if you are appearing on television, you need to wear makeup. I appeared on a morning show in Sydney after a segment that was about footballers. One of the men being interviewed was a high-profile ex-football player. I saw him in the make-up room after his segment and he was removing his make-up. Even footballers wear make-up when they appear on television (unless it's right after a game or practice, of course!).
- If doing your own make-up for television or a photo shoot for a magazine or newspaper article, allow twice as much time as you usually do to apply it. Same for your hair. You do not want to be stressed about these things because you've run out of time.
- Take your make-up with you to the studio, if you are appearing on television. Have your make-up at the ready for touch-ups if you are having your photo taken for a newspaper or magazine shoot.

- If your glasses do not have an anti-glare film on them, take them off for the interview or photo shoot.
- If appearing on radio, then hair and make-up aren't as important as no one except others in the studio will see you (and not even that if you are phoning it in). However, keep this in mind: if doing your hair and make-up for a radio interview makes you *feel more prepared and ready*, then do them as though you were having your photo professionally taken.

## Body language

We've talked a lot about body language and posture already, in Phase 1 (Strategies #14, #16 and #18). You should be well-rehearsed and prepared by now when it comes to your body language.

Here are a few **additional** key points to keep in mind on the day of the interview:

- On television, your body language is super-important. How you sit, what you do with your hands, your eye contact, your facial expression and smile – these are all highly visible and will make a difference to how you are perceived.
- If a seated interview, remember what we discussed in Phase 1 (Strategy #16): don't sit bolt upright, don't lean or sprawl back. Sit leaning slightly forward with your hands held loosely in front of you.
- Be aware of your resting facial expression. You never know when the camera will be on you, so from the moment you sit

down to be interviewed (even if it is during a commercial or if the cameras and lights are still being set up), assume the camera may be on you at any time. Have a pleasant resting facial expression on your dial at all times. A loosely held smile with bright, alert eyes usually works well.

- Keep steady, gentle eye contact with your interviewer.
- Be aware of how distracting certain body and hand gestures can be – keep these smaller than you would if talking in person and limit them in number (unless you have a huge point to make where a particularly large or aggressive hand gesture is required).
- If on radio, be aware that your smile will “carry” even though no one can see it. Use similar facial expressions as you would if you were on camera – they will animate your voice and make for a much more interesting interview. It’s reported that Mark Brancaccio, the host of Marketplace Index on America’s NPR radio, would do his broadcast standing because it made such a big difference to how his voice carried.
- If it’s a newspaper or magazine interview, the main person who will benefit from observing your body language is the journalist. But note this: the way you use your body and your facial expression will influence them, just the way it influences any two people in conversation. You want your body language to support your key messages. So if added energy and enthusiasm is required to get your message across, use it. Even if the only person to see it is the journalist, it will come through in their impression of you, and what they write about you.

## Voice

By now you have been preparing your voice, using the tips (from Strategy #16) in Phase 1. Your voice is primed and ready to go!

Here are some **additional** points to keep in mind the day of the interview:

- Vocal variety is very important. We are turned off by monotone voices – they bore us and they signal a boring message. Use your preparation during the interview by using more vocal variety than usual. This applies to interviews on television and radio in particular – but the advice is worth using for print interviews as well (see points made above about how the journalist will perceive you and your message).
- The pace at which you speak makes a difference. Keep your pace at a steady, easy level – not too fast, not too slow. We want to keep up with you, so don’t race ahead (even if you are excited about what you’re saying). And we don’t want to get bored or feel you are searching for something to say, so don’t be too slow in your delivery. Your Key Messages/Content preparation and your rehearsal mean you know that what you want to say is at your fingertips.
- Remember to breathe. Take a few deep, *slow*, cleansing breaths before the interview starts (make sure these are not shallow breaths that make your shoulders rise – they won’t help plus you’ll look extra nervous!). And remember to breathe during the interview – again, deep, slow breaths. Nice and easy. You need to oxygenate your brain and to power your voice -- deep breathing is the best way to do both.

## Your Action



Make sure that each element of your visual and vocal presentation supports your message and expresses something positive and meaningful about you. Check these off:

- Clothing choices
- Face – make-up, hair and glasses
- Body language – gestures, facial expression, smile
- Voice – pace, pitch, tone, overall quality

Jot down your specific physical checklist for the day of the interview here:

### My physical checklist:

## Strategy #24: Communicating your key message

The outer game of your media interview includes this key strategy of communicating your key messages.

You have your key messages all prepared – we covered that in Phase 1 (Strategy #14). You have rehearsed your Key Messages, and the possible questions you will be asked. Excepting some highly unlikely extreme left-of-centre approach, you are ready for this interview! You are going to knock it out of the park!

It's worth reminding yourself here that the **ONLY** way to feel this level of genuine confidence on the day of the interview is if you have actually done the work in preparing and rehearsing. You cannot fake this level of confidence – or if you try, it will feel and come across as brittle, superficial and insincere.

Which is why we spend so much time in Phase 1 on preparing and rehearsing. ***There is no substitute for it.*** Absolutely none.

So, we're working on the basis that you have done the work in Phase 1 to prepare and rehearse. Now the big day has arrived. You are smokin'! You are ready! You want to do this!

Here are some **additional** things to be aware of during the interview:

- This is not time to be self-conscious, meek and mild. It is a time to cash in on all the rehearsal you have done!

- Keep your messages short enough that they can be used as sound bytes (5–20-second “grabs” the editors/producers will pull out of the story to illustrate your key points or to use to promote the story).
- Don’t be TOO short in your responses – monosyllabic “yes, that’s right” or “100 staff,” and other 1–10 word responses are too short. Always expand a little on the answer – “Yes, that’s right – I knew I had a problem with shopping when I brought home over \$1000 worth of items I didn’t need, or want. I knew something had to change!” is better. It gives the interviewer a place to go with your response.
- Be aware of putting up invisible “stop signs” to the interview. You want to help make the interview FLOW. Your part is to provide responses that keep the interview flowing, not stopped dead in its tracks. Hence making sure your responses are long enough and descriptive enough to keep the conversation moving.
- Remember those key phrases you rehearsed in Phase 1, Strategy #14? The ones you wanted to see edited INTO the story or printed in the article? Now the interview is happening, and *now* is the time to share them.

## My key messages and other delivery points for during the interview:

### Your Action



Recap the key messages you want to ensure are included in the story, and any other elements of how you are going to deliver your message. Do it now:

## Strategy #25: Getting your message across

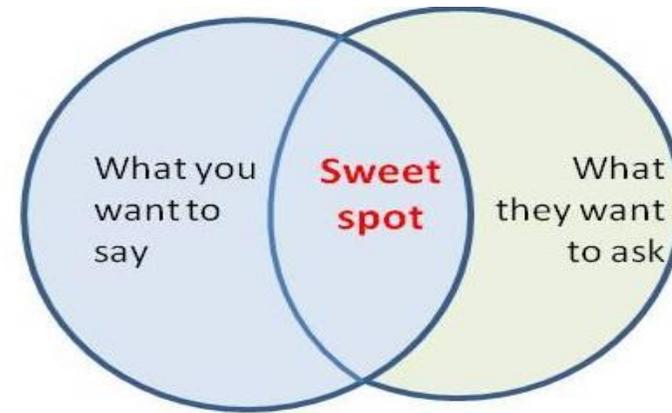
Playing the outer game of your media interview includes the strategy of getting your message across. If Communicating your Key Messages (Strategy #24 above) was the cargo, this strategy is the vehicle.

An interview is an outstanding opportunity to get your big message across. That's why we spend so much time crafting your message (Strategy #14) – you want to be clear on what it is you want to say.

The other side of the coin is this: the journalist or reporter wants to get a good story. They are in the entertainment business – so they want THIS interview, the one with you, to be interesting.

Sometimes those two interests aren't always 100% aligned. What you want to say and what *they want you to say* may not be precisely the same thing.

What you're looking for is the sweet spot:



Consider this when it comes to the sweet spot:

- Just because a journalist or reporter asks you a particular question does not mean you have to answer the question that way.
- You do want to answer every question as fully and as graciously as possible. We've all heard stories of people who have given journalists a hard time and, as compelling as those interviews may be to watch (like a train crash), those interviewees do not win themselves any friends in the media business by behaving that way.
- Media masters are adept at responding to even the trickiest questions with poise and respect. They don't block or refuse to answer questions – they keep the conversation flowing, and they balance the need the journalist/reporter has to ask certain things with their own imperative to say what they want to say. You want to cultivate this capability – after all, we are aiming for Media Mastery here!

- The journalist/reporter wants the story they want – whether this is your exact story or not is less the point than the fact that they have the power of editing on their side and will get the final word.
- Some journalists/reporters will be annoyed if you hold back during the interview – after all, you’ve agreed to be interviewed, so you should do so fully and without reservation. This is a valid point. If there are areas of privacy for you in the story you are being interviewed for, either state them up front when you are preparing or cover them briefly before the interview begins. Journalists/reporters are people just like you, and they will likely understand and respect your wishes.
- An even better strategy for questions you don’t especially want to answer is to compose several potential responses that would give the journalist something they can use in their final piece, without giving away things you wish to keep private. An example for me was when I was interviewed about our online membership program, My Year Without Clothes Shopping. I did not want to share our membership numbers, but guessed this was a question I would be asked. I composed a response to that question that gave the reporter an answer they could publish or keep in the story, without giving them my exact membership numbers. (If you are interested, my response was along the lines of, “We have been so lucky to attract members from all over the world. We have members from Australia, New Zealand, the USA, Canada, the UK and now members in Europe too!” Whilst not giving them the “numbers” answer they asked about, my response was in the general area they were asking about – members and membership – and was the answer I wanted to give. I never

had a problem with that response in the form of a negative reaction from a journalist or reporter.)

- It is perfectly appropriate to use a question as a jumping-off point to stating one of your Key Messages, even if it’s not precisely what they asked you. That’s one of the reasons you took such care and time and attention to prepare and rehearse them – so you could use them during the interview!
- If your response is slightly different to the question asked, use a *linking phrase* to parlay it into the answer you want to give – don’t just answer a completely different question. It will jar and look and sound obvious.
- If you are a newbie and the power relationship is such that you need the interview/journalist/reporter more than they need you (which is the case for many of us), then acknowledge that within yourself. You are not Madonna who can virtually say what she likes and get away with it. If you ever want to be interviewed again by this publication, or on this show or network, then you need to play your part well – with grace, humour and respect.

## Your Action



Consider these areas when it comes to getting your message across:

- What Key Messages is it imperative for you to get across during the interview? (We can never cover this too many times!)

- What other strategies and tactics can you employ during the interview to get your message across the way you want to?
- Who have you watched or listened to who appears to get their message across? How do they do it? How can you emulate/model their approach and make it your own?
- Are there any areas you wish for the journalist/reporter not to ask about? Either consider requesting that they don't ask questions in this area, or (better yet) consider ways that you can answer such questions that give the journalist *something they can use* without revealing all.
- What linking phrases can you use to parlay an interview question into the answer you want to give? Watch news stories for people who have mastered this technique, and model/emulate them.

Consider any specific things when it comes to your interviewer's questions and your answers now. Put pen to paper – this way, it will serve you well during the interview.

## Notes about getting my message across:

## Strategy #26: “Selling” – dos and don'ts

The final strategy here has to do with selling. If you have a product or service that you want people to know about, then this issue may come up for you before and during the interview.

Consider this:

- Nobody ever likes to be sold to. Not in person, not over the phone, not during an interview.
- The best salespeople, no matter their medium, never “sell.” Neither should you.
- The best salespeople, no matter their medium, offer opportunities for people with particular problems to solve those problems. With a solution that they happen to offer. But it's all about THEM – the person with the problem. It's never about The Thing (your product/service).
- Selling using stories is very powerful. When it comes to showcasing how your product/service can help others, “Feel-Felt-Found” is a useful process:
  - Feeling that way is normal/common – lots of people feel that way, etc.
  - Others have felt this way (felt this pain, experienced that problem, etc)
  - What they have found is if they do XYZ, it helps.
  - Example: when I was interviewed about my year without clothes shopping, I would be asked about why I did such an extreme, personal challenge. My response would often follow the Feel-Felt-Found model: “My shopping was spiraling out of control... and this is what a lot of women who overshop feel –

that they don't understand their shopping habits. Many women have felt out of control when it comes to shopping...what we have found is that there IS a way to break that cycle of 'feel bad – shop – feel worse'....".

- Reframe “selling” in your mind. You know about the power of reframing now, don't you? Yes! You don't actually sell anything – you offer, you invite, you provide the opportunity. That's what you do. And specifically, you invite people to benefit by taking up the service or buying the product that you happen to offer.
- The journalist/reporter who is interviewing you is not interested in a sales pitch. This is not why they have agreed to or approached you for this story. They want exactly that – a *story*. A story is not a sales pitch! By giving one, you will “burn” this journalist/reporter, and quite possibly their entire show/publication and network, if you use the interview solely as a platform to sell your stuff.
- Sometimes stories are geared around a product. For example, the story may be about a particular piece of “shape wear” (those heavily elasticized undergarments that suck in all the fat so women can wear slinky clothing and not have their bulges show). Such a story is going to be highly visible, and feature the product heavily. However, even then, the angle the journalist or reporter wants to take may be about one aspect of this product in particular, such as how we are all following the celebrity/red carpet craze to wear shape wear, or how women are using shape wear for dating purposes, and so on. Unless you have paid for an info-mercial spot, it is highly likely that the story will still need to be ABOUT something, not just a showcasing of the features of the product.



## Your Action

Consider these areas when it comes to selling your product or service during the interview:

- What stories should you have to hand to share about the positive/impactful difference your product/service has made to someone?
- What Feel-Felt-Found phrases and stories can you compose?
- What opportunities will you look for during the interview to slip in a story about the difference your product/service has made to someone?
- How can you reframe “selling” so it is more about sharing the benefits of what you do with people who need it?
- What self-talk do you need to have in mind about “selling” so that whenever you talk about it, it never sounds/looks like you're selling?

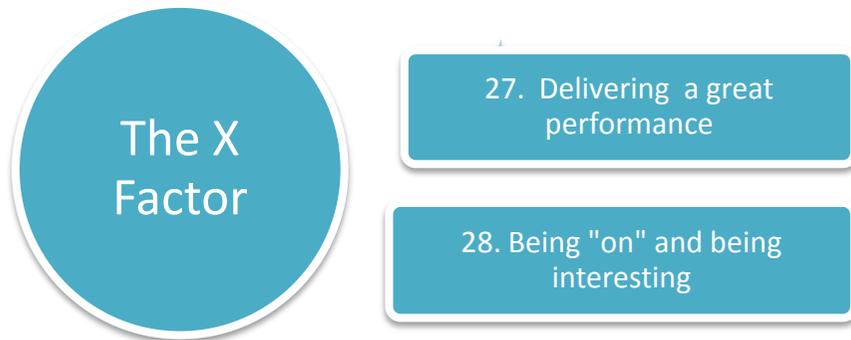
Put pen to paper – this way, it will serve you well during the interview.

## My “selling” strategy (including stories, the Feel-Felt-Found process, dos and don'ts):

## The X Factor

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There are two strategies here:



## Strategy #27: Delivering a great performance

We first discussed the X Factor in Phase 1 (Strategy #20).

If you want to become a media master, and develop the confidence and capability to be regularly in the media spotlight, you need to recognize that it's a performance. And you need to be able to perform on command.

What do I mean by that?

We discussed "talent" and performance in Strategy #20. So you understand those terms in the specific context of the media now. What we need to do now is put all that good information into practice *during the interview*.

It's no good being fascinating before or after the camera rolls. You have to be fascinating when the camera/microphone is on!

Consider this:

- You have talent. It already exists. You don't have to create it – you merely need to bring it to the surface -- during the particular moments the interview is on.
- The journalist/producer/editor you want to see and hear your talent! They may never ask you explicitly to "be interesting," but it's in their best interest for you to be interesting – it will make for a better story for them.
- Self-talk is a big part of "letting your 'interesting' show." Review Strategy #22 in this section (Phase 2) and make sure

you complete Your Action through the lens of talent/performance and being interesting.

- Being in the moment has much to do with letting your talent shine. This is why preparing and rehearsing are critical. All that time spent up-front, before the interview, will be there waiting for you to access during the interview. You can forget the technique now the interview has started – you can just shine now.

## Your Action



This is a specific mental activity you can use during the interview, and just beforehand to get you into performance mode:

- Imagine the person in the world who makes you feel your most interesting. Most of us have someone in our lives – past or present, real or even imagined – who makes us feel this way.
- Bring that person to mind and imagine you are having a conversation with them.
- You are your “best self” with this person. They are delighted by everything you say! Every phrase you utter is fascinating! They hang on your every word!
- Imagine you are talking with this person, the one who finds you fascinating, during the interview. Expect them to be fascinated and delighted!
- Step fully into your “best self” – the one who has an important BIG message to share with the world. The one who is

confident about delivering that message. The one who is capable of delivering that message. YES – **that** person! Step fully into that space and become that person.

- Deliver the interview from that perspective – as a fascinating person whom others respond positively to.

Remember this is a mental exercise, but it has enormous power to put you in the right performance space. It is not up to the journalist or reporter to put you in that space – it is up to you.

Use this powerful technique to get yourself performance-ready – and expect to shine!

Identify your “best self” person – the one you will imagine is interviewing you. Write out a description of them (their personal qualities, even the way they look), and bring this person to mind during the interview to help you shine.

## My notes about being performance-ready during the interview:

## Strategy #28: Being “on” and being interesting

This is related to Strategy #27 above, but is worthy of its own exploration. We know that becoming a media master, rather than a “one shot deal” lies in recognizing the power of developing your media “talent” and delivering a great media performance during every interview.

Whether you are being interviewed for the local free newspaper or the nation’s most-watched morning show, you should deliver your best performance at every media interview. You never know who’s watching, reading or listening in!

The media is all about entertainment, and delivering stories that people want to watch, listen to and read. If you are going to be interviewed for television, radio or print media, you need to play your part.

You need to be ON and you need to be interesting.

### YAWN!

Your interview is no time to be mild, or self-conscious, or merely “acceptable.” As pleasant as that can be in a friend, it doesn’t make for an interesting interview subject. In fact, let’s be frank – it’s boring.

I have seen so many interviews where the interviewee really missed the boat when it came to being interesting. Their answers were so

mild – they were bland and utterly forgettable. The moment the interview was over – *poof!* – that person and their message were forgotten.

Don’t let that happen to you.

You can’t become a media master if you only ever play it safe when you are interviewed. You need to dare to be interesting.

### Example

I saw a parenting expert interviewed on morning television, with the particular slant of teaching children about manners. Her first question was, “At what age should children be taught about manners?”

I’m guessing she was expecting that question. Often these shows will give you a list of the questions they will ask. (Whether the presenter follows this question script is another matter, but often they do!).

Her response went something like this

“Err, um, well, the age a child should be taught about manners is... when they are about 4 or 5.”

Firstly, she fumbled the opening words with nerve-induced “ums” and “ahs.” Her answer should have been rehearsed so that she had a powerful opening response to it. Our very first impression of her, the moment she opened her mouth, was one of timidity, nerves and a weak message.

Second, she played for time in preparing her answer by repeating the question. For a 3–4 minute interview, you can’t afford to do that. You

have to be ready with your response – no filling, no fluff, no repeating the question (unless you didn't hear it).

Thirdly, her answer was – *yawn* – boring. I'm sorry if this seems harsh, but that is the harsh reality of the media. If you cannot ***dare to be interesting***, you should seriously reconsider being interviewed by the media.

This person then stumbled through another sentence or two before the question was ambushed by the other expert being interviewed. This other person was a seasoned media master, and he answered her question either out of embarrassment for her, or because he knew her response was dull and wanted to save the interview.

Either way, her opportunity to shine, be ON and be interesting, was lost. You could see her confidence deflating from that moment on like a helium balloon.

What a wasted opportunity!

What she needed to do was prepare an interesting, daring, powerful response to that opening question. Here are a few I've come up with:

*Question:* "At what age should children be taught about manners?"

*Answer:* "In utero – by the time they're born, they'll ....."

*Answer:* "In utero – instead of playing them Mozart, start teaching them 'please' and 'thank you' ....."

*Answer:* "At birth – forget Snow White and the Seven Dwarves – unless you are talking to them about how Sneezy should cover his nose, about how rude it is for Dopey to fall asleep in company..."

Now this isn't even my area, and yet I could come up with a few much more interesting possible answers within a couple of minutes.

## Do you dare to be interesting?

Here is your mission, if you choose to accept it. Never accept or initiate a media interview unless you have made this commitment:

***I dare to be interesting during this interview.***

Do you dare?



## Your Action

There are two parts to Your Action for this Strategy – one related to your message, and the other related to you.

## Your Message

Write these down:

- What would you dare to say if you felt you could get away with it? What is the most audacious or outrageous proclamation you would make (related to what you are being interviewed about)?

- What are your “big beliefs” about your topic? Not just the safe, acceptable beliefs – but the big, slightly scary, possibly shocking beliefs?

## **My big, daring message is:**

## **Be the person who is interesting**

- If you were the most interesting version of yourself – who would you be? Imagine there are no limits, no self-consciousness, no inner critic murmuring in your ear. There is just you – the most fabulous, interesting version of you.
- If you were the most interesting version of yourself, how would you come across? What would you look and sound like? How would you sit and hold your body? What would your facial expressions be? What would you dare to say? Who would you dare to be?
- Deliver the interview from that perspective.

## **My notes about BEING the person who is interesting:**

## Phase 3: After Your Media Appearance

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The Media Mastery process doesn't finish the moment the interview is over. In fact, sometimes that can just be the beginning! The beginning of a process that continues for months or even years.

Media masters aren't "one shot wonders" where they appear in one or two or even a handful of media stories. Media masters have their eye on the bigger game – they have an overarching media strategy, executed through their media plan (remember Strategies #1 and #2 from Phase 1). They know that they can catapult their business to a whole new playing field using the media.

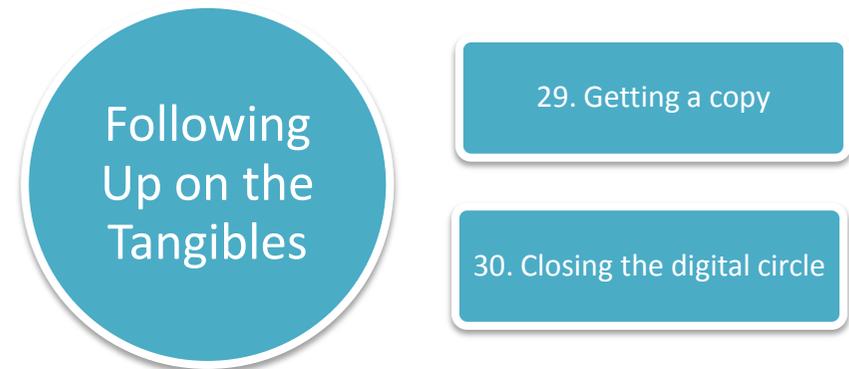
Media Mastery is a process that never ends. As soon as one media interview is over, there are key strategies you should be employing. Strategies that will "close the circle" on the interview you just completed, and set you up to succeed with your next media interview.

Like Phases 1 and 2, we have sub-sectioned Phase 3 to make it easier to read and put into action these important "After the Interview" strategies.

## Following Up on the Tangibles

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There are two strategies here:



## Strategy #29: Getting a copy

The first strategy here is about obtaining a copy of the interview for yourself. Let's talk about why, what and how.

### Why do this?

You want to start developing a "show reel" or collection of interviews that feature you. Doing this:

- Positions you as an expert. The fact that you have appeared on television, on radio or in print marks you as someone who has something to say that is worth listening to.
- Gives you credibility. It validates and amplifies your message when it is broadcast on television or radio, or is published in print.
- Adds the important element of evidence, or proof. Proof is an important social persuader, and proof provided by the media is particularly persuasive.
- Demonstrates your expertise as a media master. Sometimes certain media outlets will want to know if you are going to be a good interview subject. If you can show them that you are, by directing them to your media page, they will agree to interview you.
- Can lead to much bigger things – possibilities and opportunities you can't even imagine right now. New doors opening, new projects being offered, new ways of spreading your big message – all these can appear when you become a media master.

What other reasons can you come up with for building your list of media interviews?

### What do you use it for?

Your list of media interviews can be used in many ways including:

- As an impressive page on your website. Visitors who are considering purchasing your products or services can use this page as a way to experience you, to get to know you, and to reassure themselves that you actually exist (a problem some people have with buying online – scams abound where real people are nowhere to be found once the money has been paid). And other people who are in a position to open new doors and create new opportunities can also see your media expertise and make contact with you.
- To include in your media pack when you contact other media. As mentioned above, sometimes particular media outlets will want to be assured that you'll deliver a good interview, and showing them your impressive list of interviews is one way to demonstrate that the answer to that question is YES.
- As part of your presenter's or speaker's pack, if you also deliver live presentations to groups or online presentations in the form of webinars or teleseminars. If you can demonstrate your ability to express yourself in an articulate and interesting way, some event organisers will be keen to have you speak to their group on the strength of your media performance alone.
- There's many more ideas in the section on Leveraging Your Media Appearance (Strategies #36 and #37) coming up.

## Your Action



This is the “book-ended” action that matches your digital preparation (Strategy #19). You have already asked up-front if they will be making the interview available on their website. So now this action is about obtaining the interview:

- If you have the technical skills yourself, download a copy of the interview – television, radio or printed piece – and save it. Upload onto your website on a dedicated “In the Media” page.
- If, like me, your technical skills don’t run to doing it yourself, have your web person do it for you immediately after the interview.
- Make a habit of picking up and saving a copy of the interviews you do immediately after they appear. I have mine uploaded within 24 hours of each appearance.

Confirm this for yourself right now.

**My commitment to (and other notes about) making sure I get a copy of all my media interviews, as soon as they are available:**

## Strategy #30: Closing the digital circle

The other Strategy here is about digital considerations. We first explored this in Phase 1 (Strategy #19). So you should have set yourself up for digital success before the interview was held.

Now it’s time to close the circle on this particular interview, from a digital perspective.

Doing these activities:

- Marks you as a professional. Only amateurs don’t update their websites or make effective use of social media. You’re a media master! Do the things that media masters do.
- Adds to your credentials and credibility in the media space. You never know what connection will lead where, so make the most of your website’s traffic and social media to spread the word about your appearance.
- Becomes a good “closing the circle” activity to make sure you finish this particular media interview off properly. Don’t just let the experience fizzle out – take control and end this media interview with professionalism and pizzazz!

## Your Actions



There are two action areas for this strategy – your website and social media. Let’s look at each one in turn.

## Website

If you had a dedicated page on your website for this media event, make sure you take it down! There are few things that scream “amateur” and “unattended website” louder than a link to a story on radio or television that is months – or worse, years – out of date.

What else on your website needs to be changed? Consider the digital preparation activities you identified in Phase 1, Strategy #19 (your blog, etc). Does anything else on your website need to be changed, updated or removed?

Make notes, and make a commitment now, to the actions you need to take immediately following the media interview as regards your website.

## Actions I need to take after the interview, in regards to my website:

## Social media

If you have been doing all the social media activities you identified in Phase 1, Strategy #19, then this will be easy!

Here are a few activities to keep your followers, friends and connections updated and invested in your media experience:

- Take photos of the interview (ask permission from the journalist or crew if uncertain) and post on social media with short captions immediately following the interview.
- Once the interview is published on your site, do another update/tweet with the link to the piece. Ask followers, friends and connections to check it out.
- Re-use the photos and links from the media appearance at strategic points in the future. I once saw someone post about an interview they did on a show that had just be de-commissioned – it was a “goodbye and thank you” post which reminded us that this person had been interviewed by that media icon, and was very effective.

What other actions do you need to take after the interview when it comes to social media?

Here’s a space for you to take notes, and make a commitment now, to the actions you need to take immediately following the interview as regards social media.

## Actions I will take regarding social media, now the interview is over:

## Following Up on the Intangibles

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Now that you have followed up on the tangible (physical) things, consider these three (3) strategies, each focusing on less tangible, but equally important, elements:



31. Saying "Thank You"

32. Asking for referrals

33. Staying in touch

### Strategy #31: Saying "thank you"

The three strategies here are presented in order of importance. We start with the most simple, yet the often overlooked, strategy of thanking the journalist, producer or editor for the interview.

#### Why do this?

Let me count the ways:

- It's a courtesy. I almost wrote "it's common courtesy" but then it struck me that courtesy is not so common anymore. Courtesy is the grease that makes social interactions run smoothly. If for no other reason than that, say thank you.
  - It makes you memorable. The journalist, producer or editor is likely to remember you if you send them a card (yes, a real card posted in the real mail), thanking them for the interview.
  - It can lead to other interviews. If the journalist, producer or editor keeps your thank-you note, they have a visual reminder of YOU. Meaning that the next time they need a source or a subject for a story, you may be more likely to come to mind quickly.
- What are some other reasons you should say thank you for the interview?

## Your Action



At the end of the interview (of every interview), thank the journalist/reporter, editor and/or producer of the story.

What other thank-you actions do you need to take after the interview?

Here's a space for you to take notes, and make a commitment, to saying thank you after every single media interview, no matter how small or seemingly inconsequential.

### **Actions I will take to say thank you after every single media interview:**

## Strategy #32: Asking for referrals

The second Strategy here is to explore the option of asking for a referral.

### **What is this?**

This is a strategy where you ask the person who has just organized the finished interview if they can put you in touch with someone else within their organization who might also be interested in interviewing you.

For example, if you have just appeared on the “breakfast” show (whatever it is called – Sunrise, Today, Breakfast, etc), you may ask if the “morning” show might also be interested in interviewing you. Or if you have been interviewed for a main section story in a newspaper, you might ask if the health/lifestyle lift-out section might be interested in interviewing you.

That's the strategy. It can be extremely effective at doubling or tripling your media exposure in a very short period of time.

Before we get into how you can use it – a warning!

### **USE WITH CARE!**

This is an “it depends” strategy. Please do not do this without thinking it through thoroughly!

Why? Because it can backfire and cause you more harm than good.

Why might it backfire?

- The show or segment you appeared in might not want you to appear on another show or in another segment.
- If not delivered well, this request can make you appear greedy, pushy, media-hungry, nakedly ambitious or opportunistic. Not qualities that endear you to the media!
- The show or segment you appeared in might never ask you to be interviewed again.

## How to do it

I've used this strategy very effectively a few times. I've been refused on a couple of occasions as well. I have never burned any bridges by using it.

As obvious as some of these suggestions are, please take the time to read through them carefully and understand not only the words on the page but the intention behind them.

Of all the Strategies in this Workbook (nearly 40), this is the one that I would caution you to think the most about before deciding to do it.

- Be ultra-polite. You don't need to fawn or grovel, but you do need to be super-polite when entering these waters.
- Don't assume you'll get a yes, but be gracious if you do.
- Be twice as gracious if you get a no. Thank them for letting you ask.
- Who you ask depends on who you have interacted with and the rapport you have with them. You could ask the producer,

the journalist/reporter, or even the production assistant who has organized logistics.

- In terms of timing (when you ask), you can do so as part of your general saying goodbye and thanking them verbally for the interview, or as part of a follow-up process. I've done both – asked on the day of the interview, and later as a follow-up. I've had more success asking on the day, especially when the question was posed as a general or in an "I'm curious..." way.
- Ask if there are any policies or rules around you appearing on another show (or in another segment). Sometimes if you have appeared on one show (for example, the morning show), another show (for example, the breakfast show) won't want you, at least not in the immediate future. If you make a general enquiry along those lines, it can give you the information you need to know whether you should go the next step and ask to be referred. For example, if you have appeared on the morning show and the network policy is that the breakfast show won't have you on immediately after, then you know not to ask to be referred to the breakfast show in the short term.
- If you get a yes, ask for details of the person you can contact (name, email and phone number). Confirm also that it's okay for you to use the person who just gave you those details as a referee. For example: "Thanks for (producer) Paul's details on Sunrise. Is it okay if I tell him that you gave me his details when I call/email?"
- Use a similar approach to preparing for ANY media interview when you approach people from the referred show/segment. What I mean by that is do adequate preparation, as though it were the first time you were approaching this

network/publication. Don't assume anything and don't rush through it. Take your time and prepare properly. Like always.



## Your Action

You need to first decide if you want to do this. This is BY NO MEANS a “must do” activity. There is no shame in deciding you don't wish to do this.

If you do decide to do it, make a commitment to preparing for it, so that you can deliver the question/request with humility and grace.

Here's a space for you to take notes on how you will ask for a referral to another show or segment.

## My notes about asking for referrals:

## Strategy #33: Staying in touch

The final Strategy here is to stay in touch with the people who have interviewed you.

### Why do this?

- The interview isn't over the minute you finish it – staying in touch is part of the continuous communication loop between you and the media.
- Follow-up keeps you front-of-mind with those people, for when they have another story idea they could use you on.
- It's a great way to build your Media Mastery – this is what professionals do, and follow-up is an excellent way to be interviewed again, further increasing your credibility and expert status.
- When you are interviewed many times, it builds your media muscle. You become even better at the performance that is media interviews. You never know where this can lead, especially if you *dare to be interesting!*
- Journalists, editors and producers are always on the lookout for interesting stories – if down the line you do something that is interesting and newsworthy, why *wouldn't* they interview you again? (Answer: no reason – they will!)

### How to do this?

When something interesting or newsworthy happens in your business, or to you on your journey, tell the media about it!

- Go back to the people who interviewed you in the past. Ask if their show/segment would like to interview you again, with this new angle in mind.
- Approach new media who may have said no (or ignored you) before. They might be more interested in this new angle (and be more inclined to interview you, now you have some media stripes).
- Make note of the things that you can go back to the media about – add this to all the strategies in Phase 1 (sub-section: The Raw Ingredients. Strategies #6, #7 and #8). Update your “interesting story,” the “claiming your expertise” file, and most importantly your “killer press release.” Those documents are not static – they are living, dynamic resources you should be continually adding to!
- If something NEW has happened to you, perhaps unrelated to the first approach you made, go back to the media you’re already in touch with and let them know about it. For instance, if you’ve just climbed Mount Kilimanjaro and you can find a newsworthy angle to this (perhaps you are writing a book about it; or you have linked it to your business somehow), that’s an interesting new fresh story to share with your media contacts.

Here are ten ideas on interesting/newsworthy achievements and events that a producer, journalist or editor may be interested in hearing from you about:

1. Achieving a key milestone. For example, I got back in touch with the Today Tonight producer after “my year without clothes shopping” was over to see if they wanted to do a story on it. She replied within minutes with a YES, and within a couple of weeks

they aired a story on Australia’s most-watched evening current affairs show dedicated to my me and my story.

- *What key achievements can you update the media with?*
2. A new achievement, such as writing a book or being invited to speak to a huge audience or having a television show commissioned.
    - *What new achievements can you update the media with?*
  3. A community project you are involved in, especially if it involves a charity.
    - *What community projects can you update the media with?*
  4. A bold position on a controversial current issue.
    - *What bold position on a controversial current issue can you update the media with?*
  5. Winning an award or being appointed to a board.
  6. Forming a joint venture or strategic alliance.
  7. A trend you are spotting or prediction you are making that relates to a large or visible slice of the community.
  8. A new service, product or website you are launching.
  9. A scary or attention-grabbing statistic or report that has just been released, that relates to your area.
  10. A significant change to your direction, your journey or your business.
    - *What significant changes can you update the media with?*

## Your Action



What can you stay in touch with your media contacts about? Make a list of your key milestones and newsworthy/interesting achievements and events that you will use to stay in contact with the media.

**My newsworthy/interesting events to tell the media about:**

**My other actions (and notes) about how and when I'll stay in touch:**

## Circling Back to the Big Picture

You've done a lot of work following your media interview – good job! There are a few more things to do in the interests of true media mastery. Here we look at the things you need to do when circling back to the big picture:



34. Critiquing your performance

35. Reviewing your overarching strategy

## Strategy #34: Critiquing your performance

The first Strategy here is to critique your media performance.

### What is this?

This strategy involves reviewing the interview, whether it was on television or radio, or in print, with a view to assessing your performance. You want to identify:

- What you did well. Often when we review our performance, we're only looking for weakness that we can improve upon. It's just as important, and sometimes even more, to identify the things you did well. Why? So you can repeat them.
- What you need to improve on. This may not be a weakness so much as it is a gap. Or it may be a weakness.
- How interesting you were. Did you dare to be interesting?
- Your overall performance. You may want to give yourself a score out of 10, and work to improve on it every time.

### Why do it?

There are many reasons to critique your performance:

- It's what professionals do. If you want to become a media master, then you will see your media interviews in the same way a professional does – it's part of your overall repertoire.
- You need to identify the things you're doing well, that you should keep doing or do more of.

- You need to identify learning's and improvements. What needs to change, or to be done better? What do you need to stop doing?
- It sets you up to deliver a better, more interesting performance next time. How? Because you have the information to improve your performance (and interest factor) at your fingertips!
- What other reasons do you have for assessing your media performance?

### Your Action

Ideally, do this with another person – someone to act as a performance or media coach. If you don't have access to someone who can act as your performance/media coach, choose a friend whose opinion you trust and ask them to assess your performance with you. You'll learn so much more by having someone else share their observations with you – they will pick up things you don't.

You should also do your own critique, independent of what others say and think and feel about it. Your opinion matters just as much as someone else's.

Take at least double the amount of the time of the interview (if on television or radio), say 15–20 minutes, and answer these questions:

- What did you do well? What things would you like to do more of next time?
- What needs to improve? If you could pick 1–3 things to do better on next time, what would they be?

- An easy way to categorise your critique is into three sections:
  - What should you stop doing?
  - What should you start doing?
  - What should you keep doing?
- Review your key messages – did you get those across? What did you do well, that you want to make sure you do again, or do even more of? If you didn't get them across as well as you would have liked, what could you do next time to make sure you get these messages across better or more clearly?
- Review your body language and posture. What worked well, that you should do more of or repeat? What didn't work so well, that you should change or stop doing?
- Review your clothes, hair, make-up and glasses. Same as above – What worked well, that you should do more of or repeat? What didn't work so well, that you should change or stop doing?
- How interesting were you? Did you dare to be interesting? Could you be more interesting next time? How? What would it take?
- Review the interview through the perspective of performance. If you gave yourself a score out of 10, what would it be? Why – on what criteria are you basing that score? What can you do to increase the score next time?
- What other questions do you need to ask yourself when reviewing your media performance?

Reviewing your performance sets you up to deliver an even better, more interesting performance next time! Make it a standard part of your end-of-interview process.

## Strategy #35: Reviewing your overarching strategy

The final Strategy here is to circle back to your overarching media strategy and plan.

When you do this, you:

- Track your success and achievements against your targets. Hard to know if you've arrived at a desirable destination unless you do this!
- Update your overarching strategy and plan with up-to-date information. Things have changed now!
- Identify new targets, goals, opportunities, people and organisations that need to be included in your media strategy and plan. You can set yourself an even higher bar!

### Your Action



Take action now. Go back to your media file, and open your media strategy and media plan documents.

- What needs to be updated? What successes and accomplishments need to be captured in either/both documents?

- What has changed? What new information or events do you need to capture in one or both of those documents?
- What needs to be added? What new goals, strategies, people and organizations need to be included that weren't there before?
- What other questions do you need to ask about your overarching media strategy and media plan, now you have done at least one media interview?

## Leveraging Your Media Appearances

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One of the reasons that many entrepreneurs don't feel that the media has helped them in their business is because they don't leverage the media they receive. They get the interview, they do it, they may even get a copy of the appearance – but that's where they stop.

Your media appearance, if done well, can be used in many different ways long after the story has aired or been published.

There are two strategies here:



36. Using your media appearances

37. Capitalizing on your media appearances

## Strategy #36: Using your media appearances

### What is this?

Using your media appearance is all about considering the many ways in which you can put your appearances to work, in other avenues and for other purposes.

This will give your media appearances a life after their initial publication or airing, and will give you further use of them. Doing this makes that media appearance work hard for you and helps you achieve your media goals.

### How to do this?

Consider using your media appearances in as many ways as you can come up with. Consider the broad areas such as your marketing streams and materials, your website, and in products and resources you create.

Consider these suggestions:

- *Auto-responder email series.* Consider using your media appearances in your auto-responder email series. Many businesses have an auto-responder email series as part of their sales funnel. This is where a visitor to their website signs up to receive messages from you on an ongoing basis (often combined with a free report). I have used some of my radio appearances this way. I have crafted a number of emails (in my auto-responder series) around the theme of the radio segment, and included a link so that

people can then click on it and listen to the full radio story after they've finished reading.

- *Products.* Do you have a product that you can design to include your media appearances? For example, I have a 6 week mini course in which I have included a number of my television appearances. Each email in this mini course explores a different topic. I reviewed my television appearances for their relevance and appropriateness for this 6 week mini course and a number of them were a good fit. So I was able to craft a number of email messages in this mini course around certain television interviews - 10 in the total series of 14 email messages contain references and links to my television appearances. These 10 notes contain the core message (the 'lesson') and a link to the television interview people can click on to watch it. This also provides a nice multi-media experience for people doing the mini course.
- *Web pages.* Instead of having a simple "media" page on your website where all your media appearances are housed, consider using your media appearances on other pages. For example, do any of your media appearances lend themselves to be included on the Frequently Asked Questions (FAQ) page of your site? Or on your About page? Or on a Products or Services page? Consider the content of all of your web pages then review your media appearances for their relevance and applicability for those pages. It's another multi-media experience you provide to visitors, increasing the interest factor and it further showcases your expertise and credibility.

- *Live events.* Do you run any live events such as webinars, teleseminars or workshops where your media appearance could be used? For example, can you show your television appearance during a webinar or at a workshop? You need to make sure that the media appearance is relevant to the content of that live event, otherwise you run the risk of it being considered a self-promotional "me fest" which will annoy rather than educate. But assuming that your media appearance (on television, on radio or in print) has some informative and educational value that can be employed during a live event, or perhaps before (as pre-reading for example) consider ways that you can re-purpose them for those occasions.

This is not an exhaustive list of the places and purposes that your media appearances can be used and put to, but they should act as thought starters for your own brainstorming.

## Your Action



Take action now. Review your media appearances with 'fresh eyes', or have a friend look over them with or for you. Brainstorm at least 5 different ways you can re-purpose and use these media appearances.

- What content in your interviews opens the possibility for re-use? Review your media appearances from this perspective. Read every single print interview, watch and listen to every single television and radio interview. What content in those appearances could be put to use elsewhere?
- What else can these media interviews be used to do for you? If these media appearances have value long after their initial publication or air date, what other options for their re-use exist?
- Where else can you use them? What other places can you use them in?
- How else can they be employed? How can these media appearances be re-purposed and re-employed in other ways?
- Who can help you explore and identify ways and places in which your media appearances can be re-used?

Consider as many options as you can come up with – you may be surprised with how many other ways and places you can use those media appearances.

## **Ways in which my media appearances can be leveraged and used:**

## **Strategy #37: Capitalizing on your media appearances**

Another way you can leverage your media appearances is to capitalize on them. What I mean by that is to use the media experience *to your advantage* by exploring ways you can further your reach and leapfrog onto a new or bigger platform, using your media interviews as the lever.

### **Why do this?**

The media is an immediate and rapid means of communication. The media moves at a very fast pace, and once your media appearance is over and your story is told, they are onto the next thing.

What this means for many entrepreneurs who have had media attention is that once their story is told, they consider they are ‘done’, at least as far as that particular media appearance goes. They let their media appearances languish on their media page, and they don’t reference or use them in any other way.

All that effort, energy, time and attention to get the media interview, to prepare for it and to make it a success – gone in a few minutes, never to be seen from again (except by the people who click onto your media page). What a waste!

Don’t let that happen to you. This is one of the big regrets that many entrepreneurs have – that they didn’t capitalize on their media experiences. When you put your mind to it, there are many ways you can do this.

## How to do this?

Consider all the other avenues that you can use your media appearances in. These may include:

- *Speaking.* Which speaking opportunities would you like to attract that you haven't been able to? Your recent media experience (especially if on television or on radio, where your speaking prowess is on display) can be an effective and visible lever and piece of 'proof' that you need to attract a paid (or higher paying) or desirable speaking invitation. Consider who you'd like to speak to – the networking groups, professional associations, conferences and companies who now might be interested in having you speak, now you have appeared on (or in) the media you've appeared in.
- *Writing.* Are there any publications or websites you would like to contribute to, but haven't been able to get a foot in the door? Now you have appeared in or on the media you have, who can you now approach who might be interested in having you as a regular contributor? Consider the big and respected blogs and publications in your field. Or perhaps it's a book that you now want to write, knowing how possible it is to attract media attention to your story.
- *Other media.* Are there any other shows or publications you would like to appear on or in, that you can now approach because of the media you've already received? Perhaps you'd like to be a regular contributor to a magazine or newspaper, or be considered for a guest spot (regular or ad hoc) on a particular show on television or on

radio. Who can you now approach that might be interested, now you have earned some media stripes?

- *Joint ventures.* Who are the individuals or organizations you would like to work that can you now approach with greater confidence because of your media appearances? Consider the people and organizations who can help take your business to a new level or to reach a new group of clients, who now might be interested in working with you, because of your recent media attention.

This is not an exhaustive list of the ways you can capitalize on your media appearances so please use them as thought starters for your own brainstorming.

## Your Action



Consider the ways in which your media appearances can be capitalized on:

- Who can you approach that you previously might not have felt entirely confident about approaching?
- What can you now say or do that previously you might not have felt as confident saying or doing?
- Where can you take your message that previously felt like a no-go zone?

- Who else would now be interested in your message, now you have some media stripes?
- What other options exist for you? Who can help you explore and identify all the choices you now have, and decide on the best ones to action?

## **Ways in which my media appearances can be leveraged and capitalized upon:**

# Phase 2 and 3 Checklists

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Here are your Phase 2 and Phase 3 checklists for media mastery:

## Phase 2: During the interview

Play the inner game

- Manage nerves
- Manage yourself

Play the outer game

- Make the most of the physical
- Communicate your key messages
- Get your message across
- Selling – dos and don'ts

The X Factor

- Deliver a great performance
- Be “on” and be interesting

## Phase 3: After your media appearance

Follow up on the tangibles

- Get a copy
- Close the digital circle

Follow up on the intangibles

- Say thank you
- Ask for referrals
- Stay in touch

Circle back to the big picture

- Critique your performance
- Review your overarching media strategy

Leverage your media appearances

- Use your media appearances
- Capitalize on your media appearances

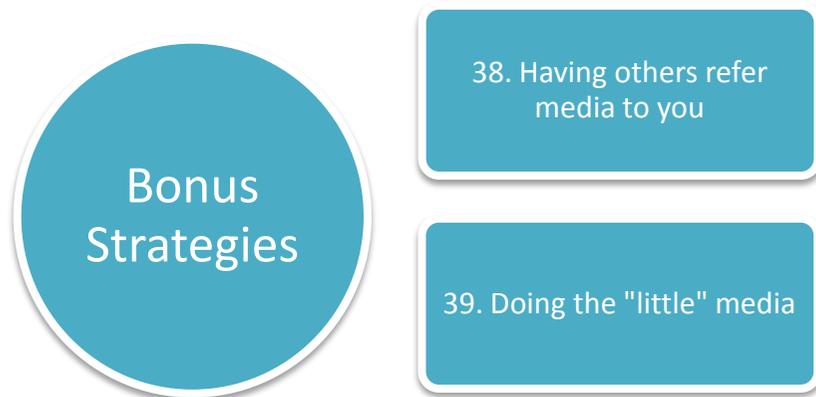
If you check off each of these During and After Your Media interview secrets and strategies, you will be well on your way to creating true media mastery for yourself!

# Bonus Strategies

We have some bonus material for you! In addition to the 37 strategies and secrets we have already shared with you in Parts 1 and 2 of this Workbook, here are a few more that you might not have considered.

These are strategies that do not fit specifically into one of the three phases of Before Your Media Appearance, During Your Media Appearance or After Your Media Appearance.

But they are useful strategies that can increase your media exposure and act as stepping stones to bigger media. Give them a try!



## Strategy #38: Having others refer media to you

The first of our bonus strategies is such a simple one, but it's so powerful (and not many people seem to think of it). This strategy is to have other people refer media stories to you.

This has happened to me on numerous occasions. I have received some of my most prestigious and visible media coverage through referrals. I have received referrals that led to stories or quotes appearing in/on:

- Today Tonight, Australia's most-watched evening current affairs show, airing right after the 6.00 p.m. national news
- *The Wall Street Journal*, arguably one of the most prestigious newspapers in the world
- *Be Magazine*, a French magazine targeting young, hip 'n' happening women
- Mix 106.5FM, one of Sydney's most listened-to radio stations

These media appearances all happened because someone either passed along a media call-out, notifying me that someone was looking for sources in my area; or by a direct referral, where someone told the media about me and suggested they contact me.

It should be fairly obvious why this is valuable:

- It increases your reach. You hear about media opportunities you might never hear about otherwise.

- It increases your credibility. You become known in your subject area, and people find it easy to identify you with particular stories.
- It increases your social proof. You do more media!
- Can you think why else having other people refer media opportunities to you is valuable?

## Your Action



There are a few simple things you need to do to set yourself up to receive media referrals:

- Make it clear what your area of expertise/interest is. Mine is in compulsive shopping and over-shopping. This makes it easy for people to refer media opportunities they hear about to you. I had someone email me via my Contact form on my website to tell me about a media call-out they had seen for a story on compulsive shopping. I responded to it and it turned out to be a story for *The Wall Street Journal*.
- Whilst making it clear what your “area” is, don’t be a pain and vigorously pursue people to ask them to refer media opportunities to you. I’ve never asked for a media referral, but I continue to receive them.
- If you do all the other strategies we suggest in this Workbook, you are more likely to receive referrals. For instance, if you publish your media successes in social media and on your website (blog), people will know you are doing media. This will provide the link in their minds to you and the fact that you are doing media, making it more likely that if they come across media opportunities in your area, they’ll pass them along.

- The better your performance is (and the more interesting you are), the more likely you are to receive referrals. People will watch, read or listen to your interviews and know you give a great performance. This will make them more confident in referring you. Other media may even do this.
- Thank the people who refer you. They don’t have to do it, and likely they get nothing out of it. They are doing it as a favour to you. Appreciate them.

Take action now. Identify your media referral ideas, strategies and tactics.

## My media referral ideas and strategies:

## Strategy #39: Doing the “little” media

The final strategy in our BONUS section is to do the little media.

### What is this?

This strategy is about initiating contact with and doing media interviews in the smaller, lesser-known outlets. These might be:

- Your local free newspaper. The one that lands in your driveway once a week – yes, that one.
- Local radio, including amateur, student and online radio.
- Local television, including cable or satellite shows with small or very specialized audiences.
- What other “small” media can you think of?

### Why do it?

There are a few good reasons to target or accept the “small” media opportunities:

- Small media opportunities act as stepping stones to bigger media opportunities. “Big” media often watches “small” media to see what local stories are of interest. It’s possible for a story appearing on an affiliated television station in a small town to be picked up by the national network. Or for a story that appeared in a local newspaper to be picked up by the national TV morning shows. Numerous examples exist of exactly these kinds of events unfolding. It could happen to your story! Especially if you *dare to be interesting*, no matter how small the media!

- Small media opportunities are a wonderful opportunity to practice without the full burden of a national audience adding pressure. This is a huge benefit!

Can you think why else you should pursue or accept the “small” media opportunities?

### How to do it?

This one is easy! Go through your overarching media strategy and your media plan (remember them from Phase 1, Strategies #1 and #2) and include “small” media.

Go through exactly the same steps as you did for the larger, more visible, media outlets – and this time, add in those smaller outlets.



### Your Action

Take action on this – it can yield big dividends!

- Identify the benefits to you in practicing on the small media before you try the ‘big league’ media.
- Identify small media to contact. Add these to your overarching media strategy and media plan (Strategies #1 and #2).
- Once you have added the small media to your media strategy and plan, follow the same process for preparing for and delivering an outstanding media interview, covered in Parts 1 and 2 of this Workbook.

# Conclusion

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It is possible to become a media master! These are skills that you can learn. Sure, it won't happen overnight, it may not even happen in a matter of months. But if you keep at it, honing your plan and executing with poise and purpose, you'll get there.

Becoming a media master gives you the opportunity to catapult your business onto a whole new playing field. One where new possibilities and opportunities exist that you cannot even imagine right now.

**To your media success!!**

*Jill Chivers*



# About the Author

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My name is Jill Chivers and I'm an entrepreneur who has created successful online and offline businesses.

I am a speaker, writer, coach, professional facilitator and workshop leader. The feedback I've received about the impact of my work is that I inspire real and lasting change in how people think, feel and behave. I think of that as being a good thing and it makes me feel good to know that I've helped so many people.

I've also been told I'm a thought leader and I know I'm an action taker. As a solopreneur, I'm often asked to present my ideas and story to large groups. I'm also in demand as a workshop leader and joint venture partner. In the corporate world, my client roster includes some of the world's most trusted global names including KPMG, Deloitte, Macquarie Group and IBM.

I am also a reformed shopaholic who believes redemption and change is possible for people who are carrying the heavy (and often secret, sometimes shameful) burden of a compulsion to overshop. After curing myself through an extreme personal challenge of having a year without clothes shopping, I created the world's first online membership program for other women who want to slay their own shopping dragon and create a healthier relationship to shopping, themselves, their wardrobes and their wallets.

This program achieved phenomenal success in its first year, and continues to attract members from all over the world. Through the development of this program, I have been fortunate enough to work with some of the world's leading thinkers, authors and change agents

when it comes to stopping the overshopping cycle. The My Year Without Clothes Shopping program is the only program of its kind in the world, and women who participate in the program report life changing transformations they never thought were possible.

I've appeared in over 40 media stories in the last couple of years. Added up, these media appearances are worth close to **one million dollars** of exposure – if I had to PAY for each of these media appearances in advertising, that's about what it would have cost. And I didn't pay a cent for any of it.

Throughout my own media journey, I've become a sought after media commentator and personality, in Australia, New Zealand, Europe and the United States. My media appearances include the Today Show, Sunrise, Today Tonight, The Circle, The Morning Show, Triple J, Be magazine, the San Francisco Chronicle and the Wall Street Journal.

Through my entrepreneurial spirit and acumen (and a reasonable amount of blood, sweat and tears), I have created a set of powerful programs for other entrepreneurs and executives who wish to attract free media and master every media opportunity.

Learn more about me, my programs and work (including how to contact me) at

[www.shopyourwardrobe.com](http://www.shopyourwardrobe.com) and [www.yourmediamastery.com](http://www.yourmediamastery.com)

I live on the beautiful Sunshine Coast in Queensland, Australia with loved ones of both the human and furry variety, and travel as often as I can.