

Words Plus Design

NAIL THE *Interview*

AND GET RESULTS

words-design.com

The Pre-Interview Goal Setter

Step 1: The "North Star" Objective

Define the primary goal: Is it brand awareness, email list growth, or authority building?

Exercise: Write your "One Big Win" for this specific appearance.



Step 2: The Audience Audit

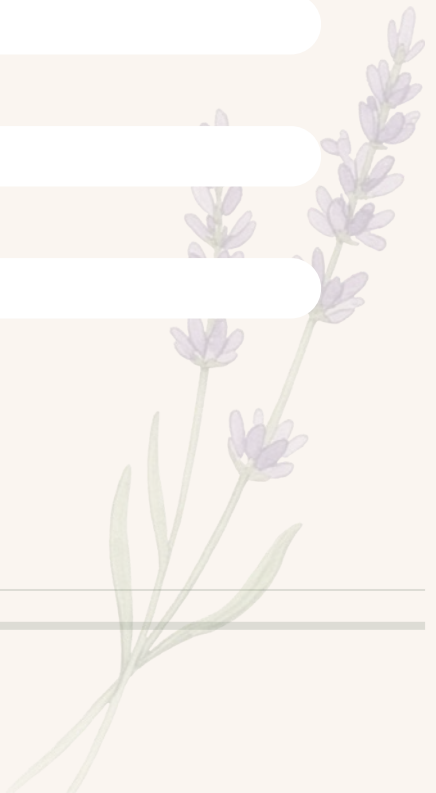
Who is listening? Many outlets publish demographic data in their advertising section. You may also be able to access databases with your library card that will give you this information. Also try selecting the audience in Meta's ad manager (you don't need to post an ad) to see aggregate data.

What are 3 pain points this audience has that you can address?

1.

2.

3.



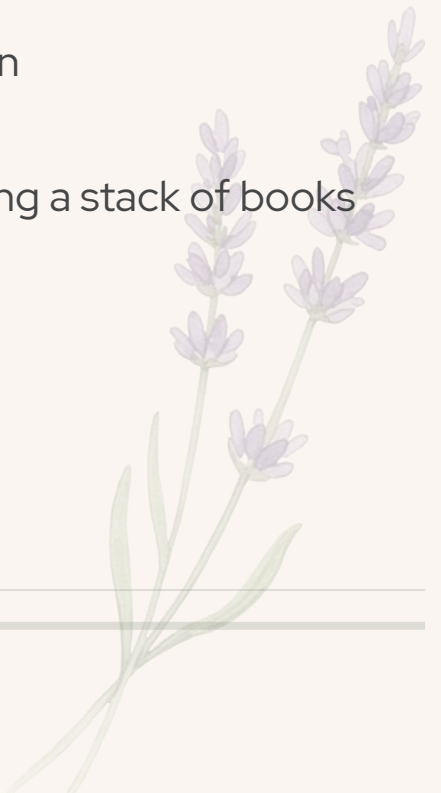
Step 3: The CTA Blueprint

What is the next logical step for your audience? Download a freebie? Book a call? Watch a video? Book a demo?

Step 4: The Tech Checklist

(If you are not going to their studio.)

- Find a well-lit, quiet spot with a plain background
- Test your mic and webcam using the same platform as the real interview
- Use Ethernet for a more stable connection
- If using a laptop, elevate it to eye level using a stack of books
- Silence ringers and notifications



Conversion Page Strategy

Step 1: Create a simple URL on your site

You'll increase the chances of getting traffic, if you make an offer on a landing page. Ensure that the URL is easy to say and remember.

For example: website.com/budgettracker

Step 1: Design your landing page

Heading: An attention-grabbing headline

Sub-heading: A benefit-focused subhead incorporating the interview messaging

Form: A brief name and email lead collection form

About or "As seen on..." section: About you or use media logos



3 Story Structures for a Memorable Media Story

1. The Transformation:

Before: Where you (or a client) started or the early struggle.

The Turning Point: The specific moment or strategy that changed everything.

After: The successful reality now.

2. The Myth-Busting Story:

Common Belief: A belief that was holding you or a client back

The Discovery: When you/they discovered the belief was wrong

The Result: Describe what changed and the result



3. The Mission-Driven Story

Problem statement: The thing that needed to be changed

The Breakthrough: When you saw the solution

The Impact: How you make a difference today

Define the 3 Main Messages

Step 1: Develop 3 main messages to guide the conversation.

Develop 3 main messages that you can discuss during the interview. For example, what your audience needs; what they don't need; how you deliver the solution.

1.

2.

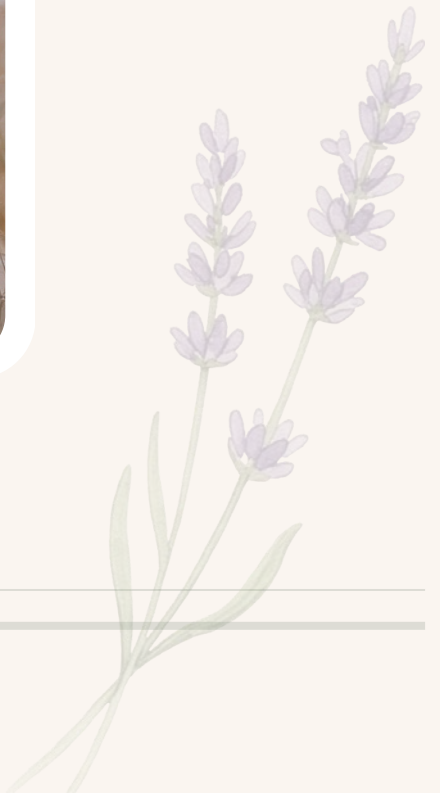
3.



Step 2: Keep the interview focused on your message.

During the interview the reporter might try to take you off topic. Here are a few transitions you can use. Don't ignore the question but instead, bring them politely back to your point.

1. "That's a great point, and as I was saying..."
2. "That brings me to an important point..."
3. "That's an interesting angle, but the real story is..."
4. "That's not my area of focus, but what I can tell you is..."
5. "If the audience takes nothing else away today, I want them to remember..."



Use Your URL

The interviewer will not always ask you for your website and where people can learn more. Proactively, mention the URL you created for this opportunity naturally.

1. **Contextual:** When I was putting together my free budget tracker at website.com/budgettracker, I asked myself, what is the real reason families are struggling to save.
2. **Value-based:** I've actually made it easier for families to track this with my spreadsheet that you can get for free at website.com/budgettracker.
3. **Final CTA:** Thank you so much for having me on your show. If your audience wants to start tracking their spending so they can implement the strategies we talked about, they can grab my free spreadsheet at website.com/budgettracker.

You worked hard to nail the interview. Don't lose out on the new leads you've acquired. Follow up soon with a email that reminds them about the interview they enjoyed and invite them to take the next step.

Are you planning to "Get Loud" with your marketing strategy this year?

[Book a free strategy call.](#)