

sarahBee marketing[®]

the buzz about MEDIA TRAINING

1. always ask the interviewer what their first question will be
2. it's OK to use crib notes if you are on the radio
3. when on TV look at the cameraman not the camera
4. check whether you are allowed to plug your website on air
5. be real, relevant and researched in your interview
6. give the interviewer your business card beforehand
7. be really upbeat and speak slowly
8. address the interviewer by their first name
9. tweet about your interview (before and after)
10. add a copy or link to your social sites



sarahBee
marketing can
help your
business do
better.



SCAN ME