

## How to Excel in Media Interview Over the Phone

While conducting a media interview over the phone may straightforward, it still requires thorough preparation and careful consideration to ensure your insights make it into the published article.

Here's a curated list of professional tips to help you prepare for and conduct an effective media interview over the phone:

### Create Bulleted Talking Points

- Prepare a concise list of key ideas or tips related to the interview topic.
- Avoid lengthy paragraphs or scripted responses; aim for a natural, conversational tone.
- Tailor your talking points to address the reporter's questions, especially if they provide them in advance.

### Gather Supporting Information

- Have relevant materials, such as recent market data or related books, at your fingertips.
- These materials may not be used but can be handy for quick reference during the interview.

### Provide Concise, Quotable Answers

- Offer concise, easy-to-understand, and memorable responses to the reporter's questions.
- Be interesting, unique, and relatable in your answers; use analogies and relate to current trends.
- Reporters appreciate the quotable insight that simplifies a complex financial topic.

### Ensure Reliable Connectivity

- Preferably, use an office or landline number to reduce connection issues and missed calls.
- If using a cell phone, ensure you have good coverage and minimal background noise.
- Find a quiet, interruption-free location to ensure clear communication with the reporter.

### Follow the Reporter's Lead

- Gauge the reporter's tone and approach during the conversation.
- If they initiate with direct questions, maintain a focused, concise approach.
- If the reporter adopts a more relaxed tone, engage in pleasant conversation but stay on topic.
- Recognize the depth of their questions; provide detailed responses if required.

### Express Gratitude and Offer Assistance

- When concluding the interview, express appreciation to the reporter for their time.
- Offer your availability for additional insights or follow-up questions.
- Be considerate of their schedule and inquire about their publication timeline or deadline.

If you're successful in nailing your interview, you may find that the reporter will be calling you back for future articles as they find you to be a reliable and informative source.

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