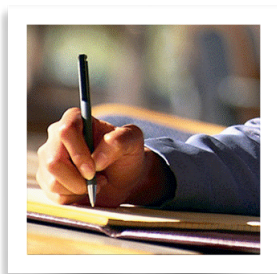




This is a system to help you create your media messages in less time and have a ***Road Map*** for remembering them.



Step 1) Take **7 Minutes** and write out all the ***ANSWERS*** you would like to deliver in your interview (***not*** the questions).

Imagine the reporter said, “I’m too lazy to come up with questions. Why don’t you just write down the answers you like the most, and we’ll use them all.” This is what you should be thinking during this drill.

Step 2) Organize your answers into three columns.

The Road Map

1	2	3

There is a template available at:
www.MediaTrainingToolKit.com

Look for common threads so you can group them easily.
Try to give the columns headers that are short or just one word.

These three *message headings* will become your **Road Map**.
It will literally drive you through the interview. It will keep you on track.
It will give you that much needed direction. If you’re not sure where to go next. No problem. Just follow the Road Map.

Additional Elements to Make Great Messages:

- Can these three messages be tightened?
- Have I worked in the “Call to Action?” (It might even be one of the categories.)
- Is this interesting to the media? ... to the audience? ... to you?
- *Benefits* are a sales “trigger” and great to add.
- If you are talking about *problems*, don’t forget to include the *solutions*.



The Answer System

The Main Formula:

Open with a short answer
that deals with their question.

Follow with ... Your Messages!



Remember:
Aim for 3 Message
Points in EVERY
Answer

Pick Your Question

If asked multiple questions, answer one...
The one you like the most.

Never Repeat Negative Words

Don't repeat negative words from
a journalist or you could be quoted with their ideas.

Avoid the Land of Everything You Know

2 Choices: The Land of Everything You Know
or ... Message Point Island.

The Rhetorical Answer

Ask your own questions ... and answer them.

"I Don't Know" Technique

It's okay to say *I don't know* – as long as you follow it with
something you **do** know, like your message points.

Eyes on Message Points

Literally keep them in front of you, if possible,
i.e. during a phone interview or radio interview.

Heart

Giving answers with emotion or a real human reaction helps
the audience understand beyond just the facts.

Rephrase Their Question

Tough question? Hold it to the light.
What are they **really** asking? Answer *that* question.

"Tie a Bow" on Long Answers

Avoid abstract and complex words. This does not mean
"dumb it down;" just don't confuse your interviewer.

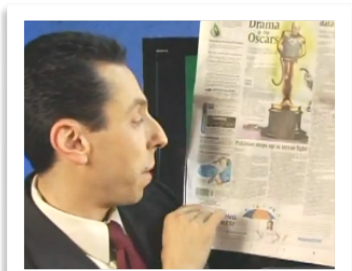
If You Forget Everything

Should you lose your train of thought, do what you can to
redirect toward your 3 messages. Ex: "Look, here's what
is most important here ... [*insert 3 messages*]."





The Goal: Delivering Irresistible, Memorable and *Quotable* Quotes.



Absolutes - Speak in absolutes. Don't hedge.

"We are 100% certain that..."

Facts & Examples - Give facts, details or examples.

"Half of our workforce agrees that..."

Action Words - These words add impact and are persuasive.

Move, Crush, lost, watching, etc.

Shocking - Give a surprising answer.

"Thousands have died in hospitals without this machine."

Predictions - The media loves quoting predictions.

"Thousands, even millions will lose their jobs if this continues."

Emotions - Use emotions to make answers resonate.

"My heart goes out to this community for what they endured."

Conflict Quotes - There is drama in conflict.

"We will take down the competition."

Clichés - Journalists can't resist quoting others' clichés.

"The bottom line is ..." "At the end of the day ..."

Triple Play - Giving three items in an answer.

"We need endurance, strength, and persistence."

Rhetorical Questions - Ask a question and answer it.

"Are we the one company that can fix this? You bet we are."

Analogy - This is just like that.

"This fix is just a *Band-Aid* Solution."

Humor - This is quotable, but use only when appropriate.

"The only way to make your PC go faster is to throw it out a window."

Pop Culture References

"She has been our *Mother Teresa*."

