

Selling Your Story



Brad Ritter

BRitter@bradritter.com

866.284.2170

7 Traits of the Savvy Spokesperson

1. Uses multiple channels well
2. Responds rapidly
3. Tells stories
4. Creates a character
5. Adapts to different audiences
6. Performs well on camera
7. Manages attacks effectively

3 Steps to Successful Interviews



1. Managing the inquiry
2. Preparing for the interview



Think Like a Reporter!

© Brad Ritter Communications



What They Want

Information...

...Trends...

...Perspective



What They
Really Want...

**Soundbites
&
Quotes!**



© Brad Ritter Communications



What is a perfect sound bite?

The perfect soundbite is colorful and memorable. It includes your organization's name and a key message, and is not too long or too short.

Preparing Your Messages

7 Key Tips

1. Focus on 3-4 key points, prepare to repeat them often
2. Think from the audience's point of view
3. Anticipate questions and write your answers
4. Start with your conclusion
5. Prepare “soundbites”

Preparing Your Messages

7 Key Tips

Be Human!

6. Communicate empathy

“As Realtors, we know it can be very challenging these days for Americans to purchase a home. We’re here to help buyers find a home they can afford and prove the American Dream is alive!

7. Use personal experiences and stories

“I’ve been a member of the [fill in the blank] board of realtors for more than 20 years, and even with the ups and downs, a home here is still a great, long-term investment.”

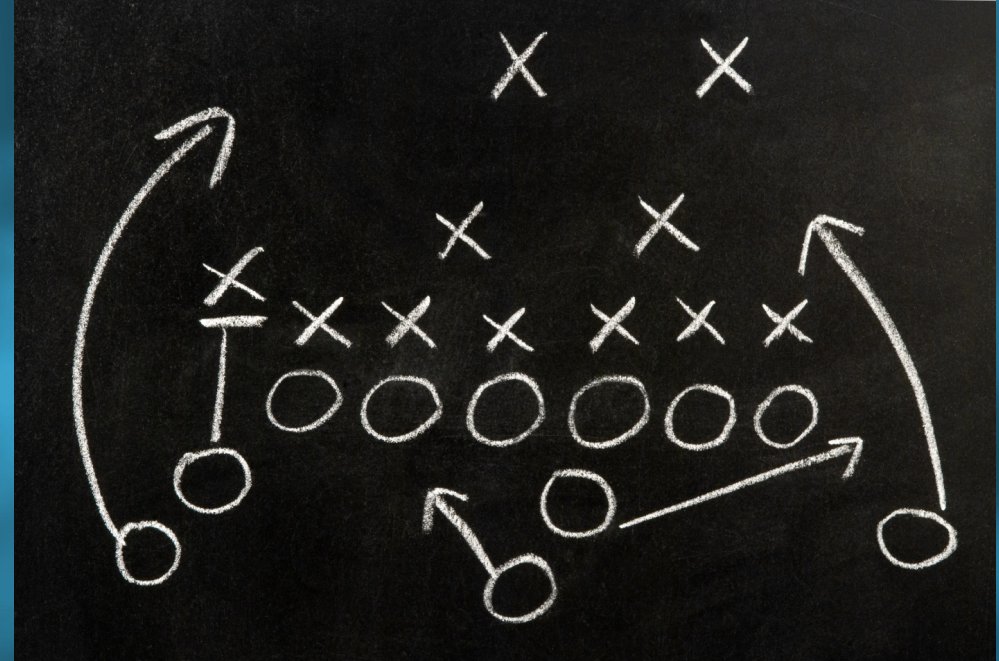
Secret Weapon

What one question do you

not want to answer?

Conducting Interviews

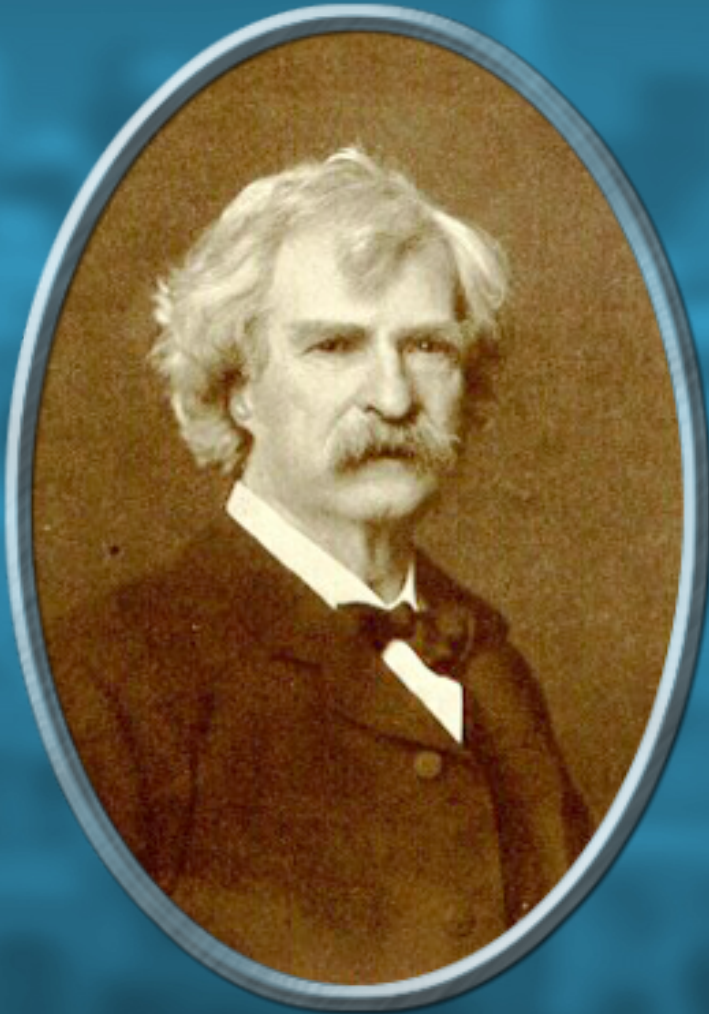
- Stick to your **Game Plan**
- Never say “**No Comment**”
- Always tell the **Truth**



Conducting Interviews

- Use the “strip-tease” method
- Use the K.I.S.S. method and avoid jargon
- Don't blame, speculate or criticize
- If you don't know, say so, and offer to find out

Mark Twain



“It’s better to keep your mouth shut and appear stupid than to open your mouth and remove all doubt.”

Conducting Interviews

- Be passionate, but sincere
- Talk quickly, but clearly
- Listen for misstatements or errors
- Never speak “off the record”

Conducting Interviews

The Negative Question

- Don't restate it!
- Be careful with denials
- "Bridge" to a positive statement



"I'm not wacko."

~Mariah Carey

3 MAGIC WORDS

To the contrary...

Conducting Interviews

“Bridging”

“What’s most important to note is ...”

“The real issue here is ...”

“I can’t speculate on that,
but I can tell you ...”

“What people really care about is ...”

“Let’s put this in context...”

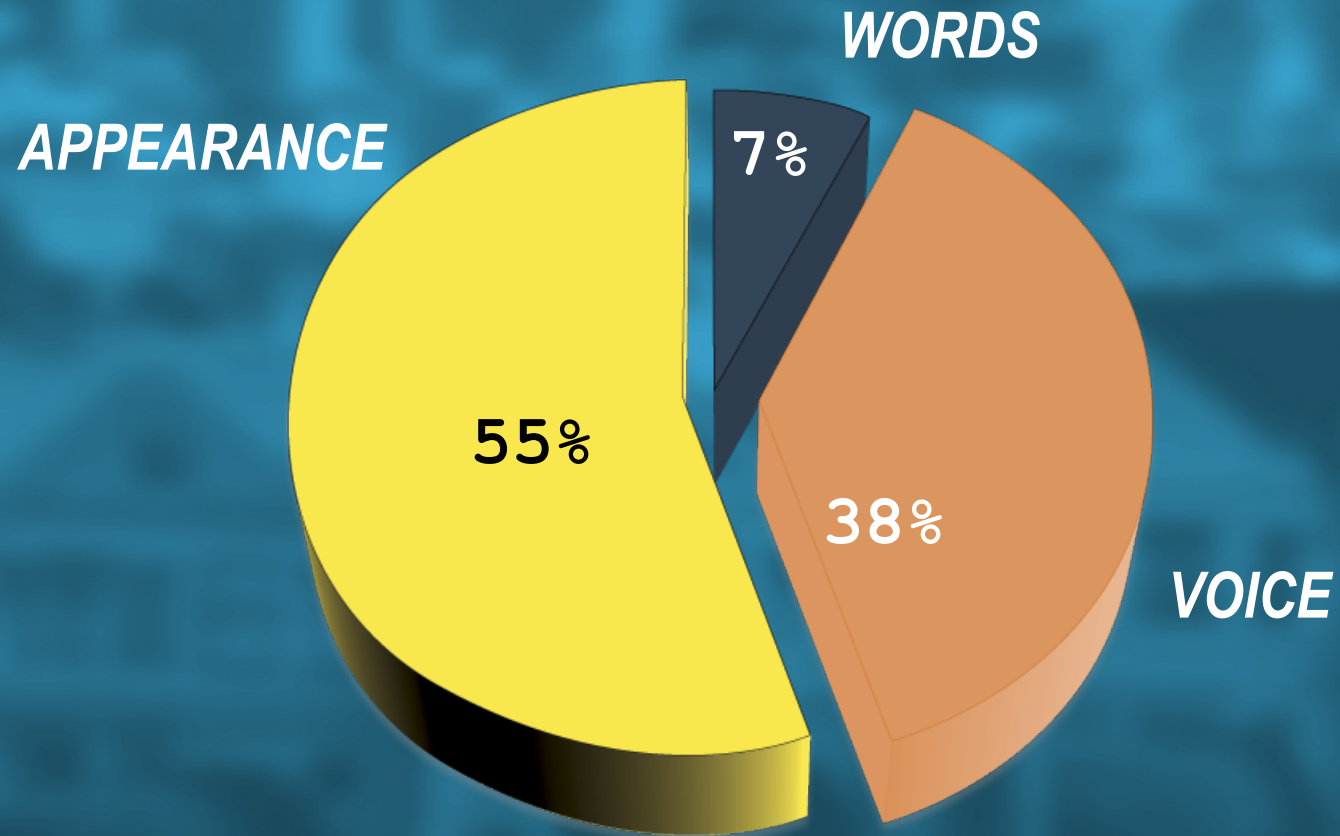
Conducting Video Interviews



What Matters Most?

- Your WORDS?
- Your VOICE?
- Your APPEARANCE?

What Matters Most?



© Brad Ritter Communications

TV Techniques

Think **SOUNDBITE!**

Look at the reporter, not the camera, unless
being interviewed remotely

Speak quickly, but don't rush

Vary your pace

Be animated and lively

Most of all...



© Brad Ritter Communications

Mannerisms to Avoid

- “uuhhmss” and “ahs”
- “You know”
- Weaving back and forth or leaning
- Facial mannerisms
- Playing with things



© Brad Ritter Communications

Dressing for TV Success

- Dress for the story, your brand and your personality
- Lean toward conservative styles
- Solid colors are best: reds, blues, grays
– avoid greens, stripes & plaids
- Keep jewelry to a minimum

A Few Final TV Tips

- Put Vaseline on your lips and teeth
- Use the reporter's name
- It's OK to use notes with a FEW bullets
- Remember, the camera is always ON!

Recap

MANAGE the inquiry...
.....PREPARE your messages...
PRACTICE...

***You Will
Be A
Savvy
Media
Star!***

