



Interview Tips for Radio, TV, Podcasts, and Virtual Events

Interviews are wonderful publicity opportunities. You may be interviewed about your work or as an expert on your book topic (remember, you worked on the book and are an expert compared to the interviewer).

We offer the following tips to help you with your interviews:

Before the interview

Be willing to do interviews at any time of the day. Radio and TV stations tape when their shows are NOT airing, so it may not be the most ideal time of day for you but will definitely help to promote your work and your book(s).

For TV interviews, avoid wearing white clothes and small patterns of stripes or checks. These are adversely affected during the filming and will distract the viewer. Solid dark colors, beige, and light pastels work very well.

For phone interviews, prepare flash cards highlighting the major points you want to make. Major points include:

- a three-sentence description of the book and its intended audience
- the attention-grabbing details of the book
- what makes your book different from others
- a personal reminder to mention your book title, the publisher, and where people can purchase it [more about this to follow in "During the interview"]

Also for phone interviews, have a page in front of you with important information about the interview. This includes:

- the phone number (in case you get disconnected)
- the time of the interview
- the names of the interviewers
- for radio interviews, the call letters of the station
- for radio interviews, the city and state of the station
- space to write down the names of callers so you can address them by name

During the interview

- Keep a glass of water handy.
- Change the pitch of your voice often, ensuring that you sound enthusiastic, rather than monotone.
- Be sincere. You may stumble and fumble over words, but if you believe what you are saying, the audience will give you a second chance. Audiences want to be won over.

- Inform rather than impress. Focus on how the audience can benefit from what you have to say rather than how eloquent you sound.
- Don't get caught up giving too much information. Instead, repeat your key points over and over again. **Keep your answers short and to the point.**
- Mention your book title and where people can purchase it. People can purchase the book a number of different ways:
 - by checking with local bookstores or special ordering from bookstores.
 - by checking Bookshop.org, Amazon, Barnes & Noble, or other online bookstores. Make sure Amazon or other stores you mention by name actually carry your book before you mention them.
 - by calling Lerner Publishing Group's Customer Service Department at 800-328-4929 or by visiting www.lernerbooks.com.

After the interview

Remind the interviewer to include information about your book title and where people can purchase the book. If the segment is posted online it is also helpful to provide a direct link to your book on lernerbooks.com or to other retail sites such as Bookshop.org, IndieBound, Amazon, or Barnes & Noble.