

Ten Quick Tips for Giving a Great Interview

1. Think about the audience you want to influence and talk about what they want to know.
2. Create no more than two or three main messages.
3. Develop at least one strong, quotable statement that you can say in 10 seconds or less.
4. Speak a bit slower than normal. Speak in short sentences. Pause at the end of each sentence.
5. Do not over-explain. Keep your answers to 20 seconds or less and stop talking.
6. Vary the tone of your voice to sound passionate about your topic.
7. Use good examples, analogies, or stories to support key statements.
8. Avoid using technical terms, acronyms, and industry jargon. If you do use an “insider” acronym, always explain what it means.
9. Rehearse answering questions with a colleague before the interview. Video-record your rehearsal. Play it back, adjust as needed and, rehearse again.
10. Thank reporters for their time and tell them how to contact you or a colleague for additional information.