INTERVIEW TIPS

Every interview, whether TV, radio, or newspaper, is basically question-and-answer format. You have a message you want to give the audience or readers that will make them want to buy your book. Here are some basic tips:

Be Prepared:

- Read your book! Even though you wrote it, a run-through is useful.
- Make a list of five important points that you would like to talk about, in order of importance.
- With print interviews, make your points early and clearly.
- Keep in mind that if you trail your answer with less important information, it may be used out of context.
- Go into each interview knowing the points you want to make and the impression you want to leave.

Listen to the question:

- Answer the question that is being asked and then augment it with a related story.
- When traveling or taking phoners from other cities, it's a good idea to read the local paper (if possible) to note any late breaking stories related to your book.
- Try to be gracious and not to interrupt even if you think the host is being rude.

Be a good guest:

- Be very willing to give information. You are the author and that makes you an expert. The more you give, the more likely the book will be bought.
- The audience knows the host and could be part of a loyal following. Make certain you are always respectful of that, even if the host doesn't reciprocate.
- Listen to the introduction. A good interviewer will mention you as the author of the book. It's up to you to give the title once again. But don't oversell—listeners are very savvy about that.
- The book will be available at bookstores in the area, but also give Mountain Press's toll-free ordering number and Web address: 800-234-5308, www.mountain-press.com. Keep the number and Web address on a card for radio interviews.
- Don't be afraid to make a mistake. Just correct it and go on.
- Always have several copies of the book with you! You never know when someone will need a copy.

Have fun and enjoy your interviews!