

INTERVIEW TIPS FOR SUCCESS

- Be Interesting.** Change your vocal inflection and facial expressions.
- Be Brief.** Be interesting, but say what you need to say as quickly as possible.
- Be Clear.** Avoid jargon. Speak as if you are talking to a client.
- Be Confident.** Be in command of your subject and message points. Preparation is key.
- Be in Control.** Do not let the interviewer dictate the discussion. You are there for a reason, so say what you came to say.
- Be Consistent.** Repeat your key messages. The more you repeat them, the more likely they are to appear in the story.
- Be Honest.** If you do not know an answer, say so, but offer to find out.
- Be Energetic.** Do not be afraid to be animated.
- Be Personable.** Use "I" rather than "We" when appropriate.
- Be Sincere.** Be committed to your ideas, and compassionate toward those who do not know how to properly invest.
- Be Memorable.** Use humor (carefully), anecdotes and personal experiences.

BODY LANGUAGE (FOR TELEVISION):

- Smile when introduced.
- Make strong eye contact with the reporter.
- Keep an "open" face: eyebrows up and smile.
- Keep your hands folded in front of you or at your side.
- Make hand movements to support your words. Keep movements in front of you and not at your sides.
- Lean slightly forward to show interest.
- Listen actively.
- Avoid nervous habits (looking to the side, shifting in your seat, etc.)

~American Psychiatric Association