

Time-tested tips from SunStar Strategic's

Media Training Workshop

PREPARING FOR
YOUR NEXT INTERVIEW

5 Tips for Success



TIP #1: Keep it simple

- Know what you want to say
- Keep your answers short
- Keep your answers easy to understand
- Avoid jargon, acronyms and technical language



TIP #2: Don't tell, sell

- It is easy to tell, but you need to sell...

Tell

- Educate
- Get NAME out
- Build brand
- Sound smart

vs.

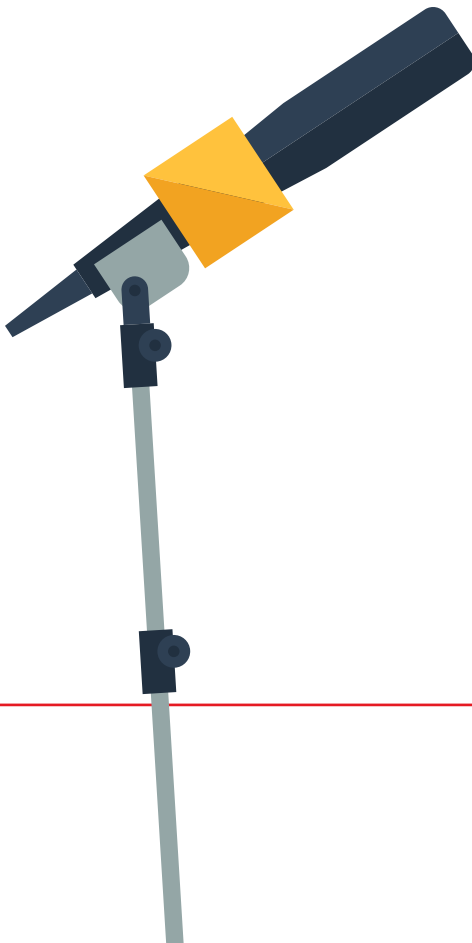
Sell

- Persuade
 - Get STORY out
 - Attract investors
 - Be consistent with other messages
-

TIP #3: Bridge to your messages

Deliver your message even when the reporter asks the “wrong” questions. Use bridging techniques such as:

- That’s a good/interesting/important question...
- Let me give you an example...
- We’re positioned/we’re impacted...
- What I’ve found is...
- [We don’t look at issue.] What we look at instead is...
- [Issue] is important because...
- Another thing to remember is...
- That reminds me...
- We look at [issue] as part of our process. And for our fund that means...
- What’s important is...
- I don’t follow/like that particular stock/sector. What I do like...
- What [issue] means for our investors is...
- While we pay attention to [issue], we look for...
- If you look at it closely you’ll find...
- The larger issue is...



TIP #4: Remember your ABCs

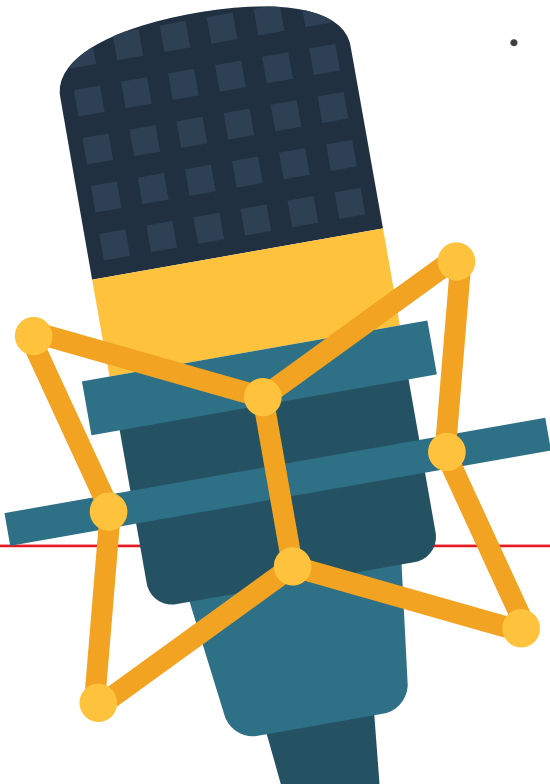


- Answer, acknowledge, don't avoid
 - Bridging technique within 10 seconds
 - Core message
 - Deliver full name of fund
 - Express the interviewer's first name
 - Finish within 30 seconds
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TIP #5: Dress rehearsal

Practice on-camera interviewing, view and critique for:

- Non-verbal communication such as eye contact, body language, fidgeting
- Verbal communication such as speed, clarity and overall delivery
- Ask a trusted colleague to view the tape and provide feedback as well
- Do you appear knowledgeable? Trustworthy? Confident?



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Being relaxed and natural with reporters and TV personalities is good, but what's best is being prepared and in control.

These 5 Media Tips are but a small sampling of the skills we teach in Media Training Bootcamp for Portfolio Managers and other spokespeople in your firm. In the session, we address how to weave your story into any interview, provide on-camera exercises that build your confidence and provide practical dos and don'ts to help put your best face forward.

Call us to learn more at [703.299.8390](tel:703.299.8390) or visit sunstarstrategic.com

