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**Interview Tips From a Pro**

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Cleaning For A Reason

**BEFORE THE INTERVIEW**

* **Respond Fast** – Be quick to respond to a reporter’s request because the opportunity will often pass if you can’t “drop everything and interview within a day or two of the request. It’s just the way the media works: short lead times. If you know this in advance, you’ll be better able to say “yes” more often to media opportunities.
* **Patient on Standby** – Reporters will always want to interview one of your patients for their story. It’s difficult to find a patient who is willing to talk to the media on short notice. Consider scouting out local women battling cancer who would like the opportunity to share their story on the news. Try to line up a few of these women in advance and sign them up for Cleaning For A Reason and call on them for last minute interviews. Note: You can use social media, newsletters, announcements, networking meetings, etc. to find women with cancer who would like to share their story, especially to help other women in need.
* **Leverage the Benefit** – Reap the benefits of media interviews long after the news story fades. Don’t forget to add the link from your interview to your website, blog, online newsletters, Facebook page, etc.

**THE INTERVIEW**

* **Dress for Success** – Be camera ready. Make sure your hair, clothing, and style are professional; be strategic, plan ahead. If you are the owner, remember to “look like the owner.” It’s your opportunity to shine. Dress up if possible; add a sport coat or blazer or wear a crisp new logo shirt.
* **Represent your Company** – Don’t forget to wear something that represents your company, e.g., a name tag (make sure the logo is easy to see on camera). If you don’t have a name tag, have one made especially for interviews, or have your logo embroidered on a jacket or hat for best branding visibility for your company.
* **Staff Uniforms** – Be sure to provide crisp, clean shirts for the cleaning staff who may be filmed in the background or interviewed.
* **Patterns** – Avoid busy patterns on clothing. A solid colored dress or shirt works much better on camera than flowers, designs, and big patterns. Better safe than sorry. Go with bright solids or neutrals.
* **Jewelry** – Keep it simple and classic from earrings to necklaces. Too much jewelry or big clunky jewelry can become a distraction.
* **Branding Tip** – Consider adding a logo to your buckets for a great branding visual on camera. If you don’t use logo buckets, have professionally printed stickers made to place on buckets for these interviews.
* **Your Image** – Have new, pristine cleaning tools available for interviews. Think of this as your “PR Cleaning Kit.”
* **Heads Up** – Be sure to let your employees know in advance that they will be going on camera. Some will not want to be filmed and maybe you can change their schedule to use a cleaner that is not camera-shy. Also, they will want advance notice so they can do their hair and make up that day too.
* **Employee Appearance** – Be specific about your expectations for your staff’s attire: long pants look better on camera than shorts, proper footwear, clean crisp shirt, etc. Don’t leave this to chance or you could be surprised (and disappointed).
* **Make Up** – Lighter lipstick looks better on camera than dark. Use a little blush since lighting tends to make you appear washed out. Carry a makeup touch up kit with you. Be sure to have some translucent powder to touch up oily skin. Bright camera lights pick up on oil and perspiration on the face. A little powder dabbed on with a brush will go a long way to making you look cool, calm, and comfortable. Bring a hand-held mirror so you can easily check your face when you’re in “the hot seat.”
* **Men, Too!** – Men should consider using translucent powder for looking your best and to avoid over-shine from perspiration and or/oily skin. If you’re not comfortable dabbing on a little powder, at least blot your face with a paper towel before the camera rolls.
* **Practice** – Prior to the interview, practice answering commonly asked questions and creating your sounds bites in front of a mirror… *out loud*. Practice makes perfect, and you will learn a lot about what you thought you wanted to say when you hear it out loud first. Practice, practice, practice.
* **Smile** – Practice smiling and smiling at the proper times throughout the interview. You might think this comes naturally, but it doesn’t. If you don’t smile on purpose at appropriate times, you might not like the way you look on camera when you see it later. Smile.
* **Sit or Stand** – If you are seated during the interview, place your hands on your lap. Be vigilant about sitting up straight; avoid fidgeting. If you are standing, be sure you do not rock back and forth; stand still and you will appear calm and relax. You are the boss. Let the reporter know if you prefer to sit or stand. It’s *your interview.*  Of course, be natural. It’s ok to talk with your hands if that’s how you emote. This shows passion; just don’t fidget.