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## Making the brand work for your business

### Media interviews

Interviews can be a bit daunting and the best advice we have is, if you've been asked to do an interview, be prepared and have your messages very clear in your head before you take part. Think about the who, why, what, where and when from your press release (if you have issued one).

Here are our **five top tips** for good interviews:

1. It is so important we'll say it again – prepare as much as possible in advance.
2. No acronyms or jargon!
3. Take it slow – keep answers relevant and brief and, unless the interview is 'live' you can ask to stop and re-take at any time.
4. Try to remember you are talking to people at home or in their cars – not the media!
5. Image is important. Dress appropriately for the interview. For example, if you're promoting a project or outdoor event, dress for the outdoors and not in your best Sunday suit!