

Preparing for Your Interview on Amazing Women

with *Marnie Swedberg*

www.Marnie.com

Type your answers onto a blank page.

1. What are the most important things about you—your history, what you know or what you do, that you want to share when you're on the air?

- What about you or your life story would be of interest to others?
- What do you know that others need to know?
- What do you do that others need done?

2. Who is your target audience? Specifically describe the woman you will be visualizing as you do this interview.

- Include her age and annual income.
- Describe her home and family life.
- What does she do with her days?
- How does she spend any spare money?
- What does she value most?
- What does she most need?

3. What from your list in #1 will make this particular person (or audience) be riveted to your story?

- To what about you can she relate?
- What do you know that she longs to know?
- What do you do that she might do to improve her life, decrease her stress or increase her joy?

4. For which of the above answers do you have a great story? Write down every story that might be able to apply or enhance any of the above points.

5. Determine how you want your make-believe listener to feel at the end of each story. One by one, write down what you want her to be thinking about you or what you have said? What in particular do you hope she does next?

6. Select your favorite stories...

- Write each one in full length.
- Reduce each to ¼ the original length.
- Find 2 that you can tell in 60 seconds.

7. Create non-story sound bites for the rest of your key points.

A SOUNDBITE IS...

"A brief and outstanding mini-version of who you are and what you're selling."

Gayl Murphy

"Say less, mean more."

Susan Harrow

"Be a great personality--be passionate! Know your information, provide great content, but don't sound canned."

Wayne Kelly

"How we must communicate anytime, anywhere, with anyone when minutes matter."

Marnie Swedberg

Your Appearance Details:

1. Send your entire worksheet and photo at least 4 weeks pre-show. If you have a website or social networking page, include those.
2. Turn off call waiting and other chimes.
3. Call in from a quiet place. Have your sound bites on one sheet of paper in front of you, in case you forget something.
4. 5-minutes pre show, dial the number we provided. Listen as you wait, so you can enter the conversation at the current "pace".
5. Relax and have fun!

While You Are Waiting:

During the weeks between your worksheet submission and show appearance, polish up those stories and publish them somewhere online for others to enjoy!

Per-Minute Coaching:

Are you hitting a bump with your preparation or media campaign that you think Marnie could help you hurdle in a few minutes?

Request per-minute coaching from

<http://www.Marnie.com/coaching.php>.