

# Yes You Can Ace Your Interview

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## TYPES OF INTERVIEWS

Press Releases: Who, What, When, Where and WHY.

### Press Release Hooks:

- Hard Hook:
- Soft Hook:
- Grandmother Hook:
- Zoom in, then zoom out
- PROBLEM and SOLUTION Hooks

### Press Release Helps

AssistNews.net  
ChristianNewsWire.com  
PRWeb.com  
Ereleases.com.com  
Profnet.com

## What to Wear for Screen Interviews

## How to Prepare for Media Interviews

## How to Interview Tips:

**Interview Outline:**

1. Today you are happy:
2. Not always that way:
3. This was my problem:
4. Then I discovered:
5. Now I am happy and let me tell about it:

**Work Sheet:**

- What is the problem, you are the answer to?
  
- Were you wounded by the problem, how?
  
- How were you healed from the problem?
  
- What are you 'selling'?
  
- What are the benefits of buying your 'product'?
  
- What is the myth your solution explodes?
  
- Are you an expert, or a witness? How so?

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