TYPES OF INTERVIEWS


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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