



So we know why woken over prepare for media interviews but for our client we want to frame this advice on a positive way to prevent them from feeling negative. Help

Clients often feel anxious or overwhelmed by media interview preparation, so it's important to reframe this guidance as empowering and supportive rather than critical or intimidating. Below is a positive framing to use when advising clients on why thoughtful preparation matters.

Positive Framing for Media Interview Prep

Proper media interview preparation is not about anticipating failure—it's about setting up for success with confidence and control.

- Thoughtful preparation helps clients clarify their key messages, ensuring they communicate what matters most to them.
- Being prepared allows clients to showcase their unique strengths and insights, making the interview an opportunity to shine rather than a test.
- Practicing responses helps clients feel calm and in command, reducing nerves and making the conversation more authentic and engaging.
- Anticipating questions equips clients to handle any topic gracefully, demonstrating their professionalism and reliability.

Encouraging, Empowering Messaging

By preparing, clients position themselves as experts who are excited to share their story, rather than feeling like they must defend or explain themselves. This instills a sense of pride and readiness that leads to more effective, enjoyable media interactions.