

ANNA CAIG  
COMMUNICATIONS  
BRANDING, MARKETING, PUBLICITY & MEDIA  
TRAINING FOR CREATIVES

[www.annacaigcomms.co.uk](http://www.annacaigcomms.co.uk)



@AnnaCaig

# How to sell your writing in interviews

# By this end of this session...

You will have an understanding of:

## What to say to sell your books

- How to develop your own key messages
- How you can do justice to your work under pressure and with limited time
- The best way to prepare for an interview.

## How to say it - Good interview skills

- Different types of interview and what works well in each
- How to use good interview skills in other settings - ie. an online video, a guest slot on a podcast
- Practical advice for online interviews.



# Developing key messages

- **The single most important thing you need to do to make the most of interviews**
- What stands out about your books? What is different about you as a writer?
- What will readers get from your books?
- Convey your personal brand as a writer
- Your key messages can relate to you as a writer overall or focus on one particular book
- Key messages can include important practical information: release date, where the book can be purchased, special offers.

Who ARE  
you?





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# O Me! O Life!

Walt Whitman



Oh me! Oh life! of the questions of these recurring,  
Of the endless trains of the faithless, of cities fill'd with the foolish,  
Of myself forever reproaching myself, (for who more foolish than I, and who more  
faithless?)  
... What good amid these, O me, O life?

Answer.

That you are here—that life exists and identity,  
That the powerful play goes on, and you may contribute a verse.

# Visualise...



# Write down your three key messages

- My books are... [*as unusual/ specific as possible*]
- My readers tell me...
- I know people who read my books feel...
- I am excited that my new book... [*information about when/ how to buy it*]
- The [*subject matter of your book/s*] is fascinating because...
- What I found inspiring about writing this book was...
- This is something new and interesting for me because...
- People who liked my previous book/s won't be disappointed because...

# Types of media interviews

- Print
- Broadcast
  - Filmed or recorded audio interviews
  - Live or pre-recorded
- Zoom/ Skype/ Facebook live – and other online formats
- Your own content - you will use the same skills and techniques.

# The best spokespeople

- Audiences don't want super-slick identikit spokespeople
- What we're aiming for is
  - A confident and relaxed demeanour
  - Allowing your personality to shine through
  - Authenticity, animation and passion.

# Helpful tips and preparation

- **Control the interview**
- **Three key messages** – good rule of thumb
- **Prepare well** – find out as much about the interview as you can in advance (presenter and their style, programme and the content they like)
- **Is it live or pre-record?** Early or late? Weather – dress appropriately. Is it outdoors? If it's at home, make sure it's in a controlled environment and you are in the right frame of mind
- **Research** – what's happening in the news that's relevant?
- **Practice**
- **You've got this** - you're a storyteller.



# Helpful tips and preparation

- **Use real and personal examples** - they make for a more human and engaging story - **but be clear with yourself about what you don't want to talk about**
- **Avoid jargon.** If we can't understand you, your message is lost.
- **Be passionate,** but stay calm
- **Don't rely on notes.**

# Difficult interviews and bridging

- **You don't have to answer questions you're not comfortable with**
  - ABC – acknowledge, bridge, communicate

I can understand why you'd ask that but ... **(key message)**

What I'm really excited to talk to you about today is...

Yes, that's true for a lot of people but in my writing ...

What my readers have told me is that...

Just to put this into some context ...

What's important to remember is ...

# Online interviews

- Test
  - Check your lighting and frame the shot - level with your eyeline and slightly pointing down/ backgrounds/ stable and in focus
  - Check your audio - more important than visuals with video content
- Private - but don't show stress if you are interrupted
- Professional, relaxed, engaging
- Try sitting - more relaxed
- Try standing - more energy.

# Online interviews

- Dress as if you're attending in person - at least on top!
- Good posture
- Look into the lens of your webcam
- Close other apps or windows - performance/ screen sharing
- Check your 'do not disturb' mode - stop notifications
- Check your internet connection and WiFi speed ([fast.com](https://www.fast.com))



## Any questions?

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