

GAYL MURPHY'S INTERVIEW TACTICS! REPORT

By Gayl Murphy

www.InterviewTactics.com

Copyright Notice

You Do Not Have Resale Or
Giveaway Rights To This Ebook

© Copyright 2012 Gayl Murphy. All Rights Reserved.

The material in this electronic publication is protected under International and Federal Copyright Laws and Treaties, and as such, any unauthorized reprint or use of this material is strictly prohibited.

The material in this electronic publication can be stored only on one computer at one time. You may not copy, forward, or transfer this publication or any part of it, whether in electronic or printed form, to another person or entity. Reproduction or translation of any part of this work without the permission of the copyright holder is against the law.

★ Be as honest and up front as you can with the person that's interviewing you without “giving up” anything you wouldn’t want to read about yourself tomorrow.



★ Relax, enjoy and have a good time. Being interviewed is supposed to be FUN. You get to be the star of THE ME SHOW, starring ME, or in this case ... YOU!

★ Your JOB is to your CAPTURE your listener’s ATTENTION and imagination in the shortest amount of time. One of best ways of doing that is by using COLOR and DETAIL. Always speak in complete sentences and avoid lazy language.

★ Keep people ENGAGED in what you’re saying, so they’ll continue asking you questions. This keeps the interview DYNAMIC, COHESIVE and MOVING along.

★ PREPARE. PREPARE. PREPARE. KNOW the hard questions in advance and what you’re going to say BEFORE you talk to the press, or any gatekeeper just don’t write a script. (MURPHY’S LAW: Think BULLET POINTS.)

★ Stay on TOPIC and stay FOCUSED. Be SPECIFIC. Give facts and information, names, dates and places. And, there is NO such thing as off-the-record.

★ Always have your SOUNDBITES READY, they help tell your story and keep it COMPELLING and ATTENTION GRABBING. (MURPHY'S LAW: A soundbite is a brief and outstanding mini-version of who you are and what you're selling. Like an audio snapshot!)

★ Whenever possible, CONNECT your STORY, or pitch, with a story, or trend that's already in the headlines, so it becomes NEWSWORTHY. The press loves stories that are "ripped from the headlines" because they're in the news business.

★ LISTEN carefully to what's being asked. Answer SPECIFICALLY and SUCCINCTLY.

★ Don't be long-winded and GET TO THE POINT. You can always add more information on the back end.

★ Know when to WRAP IT UP – and YES or NO is not an answer.

★ WRAP their questions into your answers. (MURPHY'S LAW: Practice this one so it sounds natural.)

★ Don't wear, or carry anything that jingles, beeps, rings, cries, barks or makes noise on it's own.

★ Being in the media spotlight requires a level of PERFORMANCE. Always bring your ENERGY with you, regardless of where you are IT'S SHOWTIME!

★ ALL interviews are GIVE AND TAKE. Listen carefully to what's being asked, so you know what's next.

★ Make eye contact, SMILE! It's OK to comment on an insightful question.

★ Whatever your product, service or pitch, take along a sample, or photo, or PR material.

★ Dress for SUCCESS and dress the part, whatever your part is. You're the STAR!
(MURPHY'S LAW: You decide how you want the world to see you.

INTERVIEW TACTICS! “EXCERPT”

IT'S A MEDIA JUNGLE OUT THERE!



“I didn't think about celebrity when I first started out as an actor. You know, you don't think about the effects of when you give an interview – what that's gonna mean ... I didn't think about that. But I guess as you grow up – and I've been doing it – and I realize that it's OK to say how I feel about things. I'm enjoying it and I feel comfortable and relaxed (being interviewed). I feel comfortable with you right now.”

— Tom Cruise, Actor

It's a media jungle out there. Vast, uncharted and sometimes really scary. An endless thicket of technology and “stuff” with its own language, its own customs and in some cases its own life forms ... so be very careful where you step ... and tread lightly my friend, 'cuz you could get clobbered! But don't take my word for it, just take a good look around this densely populated landscape and check it out for

yourself. What is all this stuff?

And all this “in-demand, on-demand, gotta have it”

technology? What’s that about?

And who are all these people anyway?



In the last twenty years or so, our collective media taste buds

salivated to such a degree they developed the most awesome case of the “media munchies,” ever! Munchies, so raging that we feed, need and breathe every conceivable kind of media and information there is. TV, radio, newspapers, books, magazines, videos, video conferencing, CD’s, DVD’s, eBooks, CD-ROMS and the Internet ... and that’s just the nonfat stuff!

Getting the picture yet? In my opinion, the bottom line is: we don’t care what we munch on or who delivers it, just as long as we get it when we want it ... and we want it NOW! Wireless, cable, satellite, broadband, AM, FM, CD, DVD, DVR, DSL, streaming everything, smart phones, cell phones, and the “good ole” telephone. All these technologies – expensive, intricate and hi-tech delivery systems – just to get up-close-and-personal.

But, up-close and personal with who and what? From this insider’s perspective, it’s information and expertise. Sound advice and good old

fashioned “how-to.” We want to hear from authorities, experts and celebrities; we want the lowdown and we want it now baby! So, how cool is that?

Well, it’s really cool if you happen to be one of those insider experts or specialists with something to sell, tell or share. Or, if you’re this week’s hot rising star in your field, you’ve got the gift of gab and you can work the media and talk to the press. If so, then let ’er rip. Imagine all that media attention, access, and ability to have people see and hear you in a media- friendly way.

Our raging appetites for this kind of personal, one-on-one, insider info from well-informed and articulate experts is mind-boggling!

My technology friends used to tell me that it was just a matter of time before our ability to see and hear from these new rising media stars on-demand would soon be as close as our computers and cell phones. That we’d be able to instantly plug into these “info-shamans” by pulling them up on our devices from the convenience of our kitchen counters, treadmills and wristwatches. At the touch of a button, we’d instantly access interviews, advice and even media presentations from every kind of celebrity and expert. And guess what? It’s all here now. WOW!

Just think of it, getting the lowdown right from the horse’s mouth anytime, anyplace, anywhere. Award-winning and world-famous scientists, thinkers, successful business people, singers, dancers,

internationally famous chefs, statue-holding actors, writers, sports stars, sweating exercise mavens, bankers, advertising gurus, new-age nutritionists, lifestyle coaches, teachers, race car drivers, and the list goes on and on and on.

And in case you haven't noticed yet, most of these media babies aren't that much different than you and I, in that we all started out the same way: with some really great knowledge and information to share. The difference between you and them is they're media savvy. They know how the media works, what the media wants and how to give it to them.

Here's what others are saying about Gayl Murphy's "Interview Tactics!"

💬 Anyone who heads into a media interview without consulting Gayl Murphy first is crazy! – Susan Hamersky, California Concierge, Los Angeles, CA

💬 Gayl, your 'Killer Interview Tactics! Report' and Free Excerpt is a great roadmap for someone who is uncomfortable, or unfamiliar with dealing with the media. It's a very valuable guide to the uninitiated." – Law Offices of Steven M. Cron, Cron, Isreals & Stark, Santa Monica, CA

💬 Gayl Murphy's 'Interview Tactics!' are a practical guide for preparing talent in the vast arena of movie marketing." – Columbia Pictures

💬 Interview Tactics!" is a MUST for anyone in the professional services, or political arena. It provides a blueprint for developing a concise message, as well as how to be a proactive interviewee." – Mo Hayes, Parsons Engineering, Pasadena, CA

💬 I can't think of a better means of gaining insight into the mind of a good interviewee than with Gayl Murphy's book, 'Interview Tactics!' Her first-hand experience and vast knowledge of the industry are indeed impressive, but it's the manner in which she tackles the subject

that makes it such 'a gem'. It should be required for anyone ever called upon to give an interview." – Universal Pictures

💖💖 Gayl, I found your book very helpful. And thankfully, I discovered it before my interview happened. I am glad to have found your website! THANKS!" – Craig Nabat, Freedom Laser Therapy /Ambitious Ideas, Santa Monica, CA

💖💖 We always recommend 'Interview Tactics!' to our new artists as part of our media training. It helps guide them through the media process so they feel comfortable and confident when doing interviews. There's a lot of wisdom in these pages, courtesy of Gayl Murphy, a total pro with boundless spirit." – Mitch Schneider, President of MSO PR, Los Angeles, CA

💖💖 Interview Tactics! is a practical guide for preparing talent in the vast arena of movie marketing." – Columbia Pictures

💖💖 Wow Gayl! Did I love your book, or what? I couldn't put it down. So many questions and so much great information. Damn you're good, Murf! – Rick Shoemaker, Warner Chappell Music, Los Angeles, CA

💖💖 Gayl Murphy is sleeping with the enemy!" – Barry Koltnow, The Orange County Register

Who Is Gayl Murphy, Hollywood Correspondent?

Gayl Murphy is a Media Entrepreneur, Media Expert, award-winning Hollywood correspondent, media and presentational coach, speaker and the author of "Interview Tactics! How to Survive the Media without Getting Clobbered! The Insider's Guide To Giving A Killer Interview!"

As an award winning Hollywood Correspondent, Murphy specializes in interviewing the industry's biggest stars. Based in Hollywood, she has worked with many of the top news outlets including; ABC News, BBC News, E! and SKY News, to name a few. The media-savvy Murphy has been up-close and personal with about 15,000 of the most famous celebrities and newsmakers in the world.

"I can probably count on one hand the number of the stars in business and entertainment I HAVEN'T talked to." Murphy says. "I love what I do...and to the amazement of my friends and colleagues, I never get tired of it because it's always fascinating to hear people's stories."

Murphy has taken what she knows about crafting a great story that the media and the consumer will devour, and put it to work for the average business executive, corporate spokesperson, creative entrepreneur, author, expert or inventor.

As a "media expert," she can tell you what makes a great news story, a killer pitch, how to successfully work with the media, what they really want from an interview of you and how to create killer soundbites and pitches. It's that expertise that motivated her to write her book "Interview Tactics! How to Survive the Media Without Getting Clobbered! The Insider's Guide to Giving a Killer Interview!"

“Having done thousands of interviews over the years, I’m still baffled at how some of my favorite CEO’s, showbiz pros, celebrities and newsmakers are so unprepared when it came to talking to the media, or anyone else for that matter,” says Murphy. “So to help them out, I decided to write the quintessential ‘insider’s guide to giving a killer interview’ so that established stars and soon-to-be stars (on and off the Red Carpet) would have the same successful media tools that celebrities use.”

If anyone knows what sells in the media – and how to tell it to sell it when creating savvy messages about business, products, services and careers — it’s Gayl Murphy -The Celebritizer!

When “Interview Tactics!” was first published, The Orange County Register wrote she was “sleeping with the enemy” by coaching newbies – transforming them into Media Stars. Murphy has been called in by some of the most prominent companies in world. Among her consulting clients are Parsons Engineering, Geffen Records, The Walt Disney Company, Sony Pictures, The X-Prize Foundation, Netzwerk Management, NBC Television, The Nederland Company, Warner Brothers Records and The Buck Institute for Age Research, in addition to a plethora of authors, experts, online gurus, lifestyle gurus, engineers, rock stars and creative entrepreneurs.

“When it comes to telling the world about who you are and what you do, your business, product or service can’t speak for you. No one can,” Murphy says. “If you can’t tell your own story, who can? And who will?” You’ve got to pitch it to promote it, so you can tell it to sell it! “Having a concise message and business

pitch, regardless of what media you're using – means taking your cues from what's already successful.”

And that's where Gayl Murphy comes in.



Gayl's "Insider's Guide to Giving a Killer Interview!" is 234-pages of MEDIA GOLD revealing the very same media tactics and techniques that some of the most successful entrepreneurs, experts, authors and celebrities in business and entertainment use to CELEBRITIZE their brands!

The newly revised edition "Interview Tactics! How to Survive the Media without Getting Clobbered!" is currently available, featuring 14-brand new chapters called, "The Lost Chapters of Interview Tactics!"

To Your Success!

gayl murphy

Gayl Murphy, Hollywood Correspondent

Hollywood, California USA

www.InterviewTactics.com

www.GaylMurphy.com