

The Interview

The idea of being interviewed makes most people nervous. That's perfectly normal. The best way to beat those jitters is by being prepared. Here are my favorite tools:

- **Connect to your WHY.** When you are connected to your passion and purpose, your positive energy flows through you. Your LOVE of your work is the spark that ignites the audience's curiosity. When you share that light with joy, you have the audience leaning in and wanting more.
- **Keep it short and sweet.** Once you are connected to your WHY, you will need to clearly and concisely communicate HOW you do what you do. The juicy nuggets of information are the primary way people get what you do and how you do it. Most people have limited attention spans, so help them by practicing these phrases so they effortlessly fall from your lips.
- **Tune in.** Despite the fact that you may feel a bit nervous, you can instantly set your mind at ease by tuning into the other person. Take in your environment, look into the eyes of your interviewer, breathe and remember that you are simply a person having a conversation with another person. An interview is a like a dance but it's so much more fun when you're not stepping on your partner's toes.

Take Action:

- **Seek Opportunities:** Do not wait for a major interview to practice. Go ahead and seek other low-stakes opportunities to work with leaders in your industry, potential publishing partners or smaller venues such as Podcasts. You will need practice to refine your message, so look for ways to meet people, connect and share your wisdom.

Remember, when you are prepared, you feel comfortable to be creative and spontaneous in the moment. It's the best recipe for a dynamic interview. Try it and see.

Check this out:

Here is an interview that covers all kinds of great material, but it is also a wonderful example of a great interview. Enjoy.

Maria Forleo interviews Susan Cain, Author of Quiet: The Power Of Introverts

<http://www.marieforleo.com/2013/11/susan-cain-introverts-networking/>