

The Quick Guide to a Successful Live Television Segment

6 Things to do Before, During and After Your Appearance

“People don’t trust companies.
Humanize your brand. Put a live
person in front of them.”

- Jackie Huba

Whether you’ve landed a local – or national – television segment or you’re still honing your pitch, start thinking about your prep, delivery and follow-up with these six to-dos.

Before: Prepped for Perfection

Media-Train Yourself:

Determine the 2-3 key messages you want to get in for each of the points you want to cover during your interview. Don’t forget to weave in your branded message at least once, but also probably not more than once. Make sure when you tell the producer how to intro you, it includes a mention of your expertise, business or product.

Practice your key messages, likely questions you’ll be asked to field, and do a dry run with any props you’ll be using during your delivery.

Learn to bridge. Be prepared to be the one to help keep the conversation on track, in a tactful, respectful, natural way. Use phrases like “I want to make sure the audience knows about this...” or “One of the main points I want to leave you

with is..." These key phrases are a cue to listen – they help draw viewers in for the main takeaways of your appearance.

Make your notes, review them, then put them away. Remind yourself you know your stuff.

NOTES

Take a Breath:

Literally.

Before you go on set, take a few deep breaths, center yourself (even if you don't have a single yogi bone in your body), get in a calm, enthusiastic, generous and grateful state of mind. Remind yourself, again, you know your stuff. And be on your way.

During: Divine Delivery

Get Your Word In:

Once you're on the air, it's all about being yourself and delivering great content. Don't go home thinking you missed an opportunity to say something you knew you wanted to say in the moment. Interject when you need to make sure to communicate something that will be valuable to the audience. Use those key phrases we practiced, "I want to make sure the audience knows about..." or "The big takeaway here is..." If you have a special giveaway or opportunity for the audience, make sure you make space to communicate that, as well.

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Have Fun:

When all is said and done, morning local television might be billed as news, but it's entertainment. The more you show as yourself, entertaining, engaging, passionate, the more you will resonate with the hosts and your audience – and the more likely they will be to want to have you back.

After: The Art of Authentic Follow-Up

Follow-Up:

During your interview, you may reference resources that either you've developed yourself or that you've found useful developed by others, like books or articles or free download. Make sure you follow-up with the producer to ensure she has appropriate and accurate links or materials to post on the station website or to put in the show notes or newsletter.

Take this suggestion as a note to plan ahead with resources that you, in particular, have developed, that can serve the audience. Either create something new or have in mind useful pieces you can direct the audience to. This is an excellent way to encourage engagement following your appearance.

If the appearance warrants it – whether it's high profile or speaks perfectly to your idea audience – consider developing a special landing page you can mention on-air that will direct viewers to a free gift you've developed. This landing page could be something like youbusiness.com/nameofshow. It's easy to remember and it feels special to the audience.

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Show Gratitude:

Thank the crew and the anchors and be sure to thank the producers and staff. Follow-up with the producer after the fact to see if there is anything else she needs from you with respect to this segment and thank her again for the opportunity. Continue to nurture this relationship by staying in touch with future segment ideas that are relevant, unique and useful to her audience.

Feel really good about what you've accomplished. You've become your own one-person publicity team. That reward you've been saving – now would be a good time to indulge!

“Without publicity there is no prosperity.”

- Yacov Zel'Dovich