Tips for Phone Interviews

Before the Interview

- If you need a minute to prepare, ask to call back.
- Ask: Who is the interviewer? Who is the audience? Where will the story appear? Am I being taped or broadcasted?
- Be able to summarize your main points in a few clear sentences.
- Have stories, anecdotes and metaphors ready.

During the Interview

- Use a quiet room.
- Talk on a landline phone.
- Put a “Do Not Disturb” sign on the door.
- Turn off your cell phone.
- Have your notes in front of you.