

# Interview Tips

1. **THE MOST IMPORTANT THING YOU CAN DO: Select your primary message.** Have two or three points that you want the reporter to remember. Write them down and practice!
2. **Emphasize your main points.** Reporters and their audience won't know what's important unless you tell them *"What's important is..."* *"If there's one thing people should know it is..."* By emphasizing your point, you'll help the reporter remember it.
3. **Anticipate: What questions will the reporter likely ask?** Reporters will generally start by asking, "What is this all about?" and then want to know why their audience should care. Be prepared to answer the **WHO, WHAT, WHERE, WHEN** and **WHY** of your story.
4. **Treat the interview like a living room conversation.** Be yourself. Be personable. Smile. Do all the things you would do if you were sharing your story with a friend. If you were watching, listening, or reading this story, state why someone would want to know about your experience and why they should turn to the ABTA for information, education and support.
5. **Relax.** No one knows your personal story better than you. Let your passion for raising awareness in hopes of helping others who may face this diagnosis shine through in your words.

