COMPASS ROSE WORKS

Media & Podcast Preparation Guide

A practical workbook for preparing for interviews, podcasts, radio appearances, and other media opportunities—so you can communicate clearly, present your book effectively, and make the most of each appearance.

1. KNOW THE OUTLET & AUDIENCE

- Listen to, watch, or read several examples from the program or outlet before the interview.
- Learn the host's name, style, typical audience, and usual interview length.
- Understand whether the conversation will be live, recorded, edited, audio-only, video, or written.
- Identify why your book or experience is relevant to this particular audience.
- Confirm the date, time, time zone, platform, expected length, and connection details.
- Ask whether the host needs a biography, headshot, book cover, links, review copy, or other material.

INTERVIEW SNAPSHOT

Program / outlet	_____
Host / producer	_____
Date / time / zone	_____
Format / length	_____
Audience	_____

Why this audience may care about my book or story:

2. PREPARE YOUR CORE MESSAGE

Do not try to memorize an interview. Prepare a few clear ideas you want listeners or viewers to remember.

YOUR THREE KEY MESSAGES

1.

2.

3.

THE 30-SECOND BOOK DESCRIPTION

Describe the book conversationally: what it is, who it is for, and what makes it worth someone's attention.

YOUR AUTHOR STORY

Prepare a concise answer to the question: *What led you to write this book?*

3. ANTICIPATE QUESTIONS

Thinking through likely questions helps you answer naturally without sounding scripted.

- What is your book about?
- Why did you write it?
- Who is the book for?
- What do you hope readers take away from it?
- What surprised you while writing or publishing it?
- What was the most difficult part of the process?
- Is there a story or moment from the book that illustrates its message?
- What are you working on next?
- Where can people find the book and learn more about you?

Questions especially likely for this interview:

Stories or examples I can use:

Topics requiring careful wording or boundaries:

4. TECHNICAL & APPEARANCE CHECK

For remote interviews, technical preparation is part of professional preparation.

- Test microphone, camera, headphones, and internet connection in advance.
- Confirm the interview platform and install/update software if needed.
- Use a quiet space and silence phones, notifications, and other interruptions.
- Place the camera near eye level and check framing.
- Use simple, even lighting so your face is clearly visible.
- Choose a clean, non-distracting background.
- Keep water nearby but avoid noisy containers.
- Have the host's contact information available in case the connection fails.
- Join early enough to solve minor problems before the scheduled start.

KEEP WITHIN REACH

- Book copy
- One-page talking-point sheet
- Program/host information
- Website and purchase information
- Pen and paper
- Water
- Calendar if follow-up scheduling may arise

ON-CAMERA REMINDER

Look toward the camera when speaking directly to the audience, but allow the conversation to remain natural. Avoid reading full answers from notes.

5. DURING THE INTERVIEW

A strong interview feels like a conversation, not a sales pitch.

- Listen to the complete question before answering.
- Answer the question first, then add the story or explanation.
- Keep answers focused enough to allow the host to continue the conversation.
- Use specific examples and stories when they make the point clearer.
- Speak naturally and avoid repeating the book title in every answer.
- If you do not know an answer, say so rather than guessing.
- Do not share private or confidential information simply because the conversation is informal.
- When appropriate, mention where listeners can learn more or find the book—but follow the host's lead.
- Thank the host and audience before the conversation ends.

My closing sentence / call to action:

INTERVIEW NOTES

6. AFTER THE APPEARANCE

The interview may end, but the professional opportunity continues.

- Send a thank-you to the host, producer, or interviewer.
- Complete any promised follow-up promptly.
- Ask when and where the interview will be published if that information is not already known.
- Save the published link, air date, or recording information.
- Share the appearance through appropriate author channels when permitted.
- Record the contact and useful relationship notes.
- Track any inquiries, sales, website traffic, or opportunities that appear to result from the appearance.
- Consider whether a future interview or referral would be appropriate.

MEDIA APPEARANCE LOG

Outlet	Date	Contact	Published Link / Notes

What worked well / what I will improve next time:

Prepare the message. Know the audience. Then have the conversation.

Compass Rose Works Author Resource Series

For educational use. Confirm each media outlet's current technical, promotional, recording, and usage requirements directly with the host or producer.