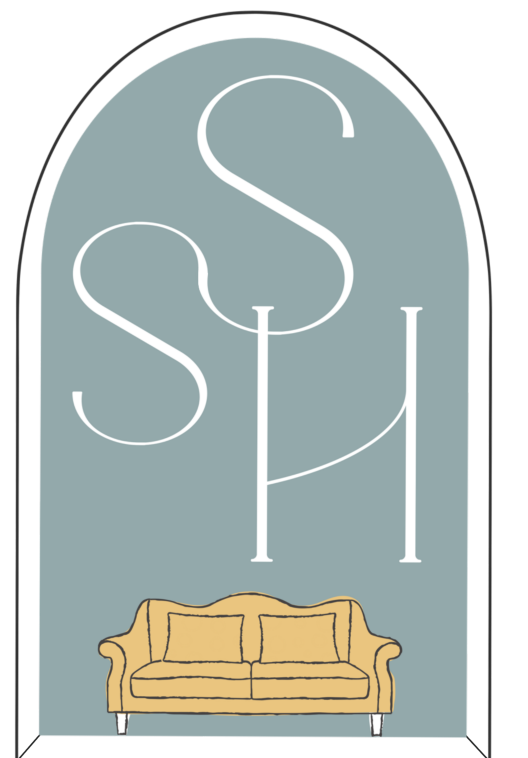


HOW TO LAND INTERVIEWS THAT WILL SKYROCKET YOUR CAREER

Zandra Zuraw
Slow Style Home



WHAT'S THE GOAL?

Personality + Differentiation = New Clients

AKA Know, Like & Trust

WHAT CLIENTS WANT TO KNOW ABOUT YOU

How approachable are you?

What's your energy level?

How flexible are you?

What do you value?

What would it be like to work with you?

SHOULD YOU HIRE A PR FIRM?

WHAT TO LOOK FOR IN A PR FIRM

Discussion about campaign goals

WHAT TO LOOK FOR IN A PR FIRM

Questions about your mission statement, vision and/or brand identity

WHAT TO LOOK FOR IN A PR FIRM

Ideas on the ways they'd pitch you

WHAT TO LOOK FOR IN A PR FIRM

The types of media they have relationships with

WHAT TO LOOK FOR IN A PR FIRM

Sample pitches

WHAT TO LOOK FOR IN A PR FIRM

Sample pitch decks and/or media kits

WHAT MAKES PODCASTS SUCH A VALUABLE MEDIUM?

PODCASTING OFFERS...

Long form content
Intimate setting
The power of your voice

SO MANY BAD PITCHES!

PITCH ESSENTIALS

- HOW TO GET YOUR EMAIL OPENED IN THE FIRST PLACE
- WHAT THE FIRST PARAGRAPH MUST CONTAIN TO KEEP THE READER INTERESTED
- THE MOST IMPORTANT SECTION: YOUR SPECIFIC POINT OF VIEW AND VALUE-ADD
- HOW AND WHEN TO INCLUDE YOUR CREDENTIALS

THE SUBJECT LINE

Clear, to the point
Cutesy or mysterious is risky

DOS & DON'TS OF THE 1ST PARAGRAPH

Do tell me who you are

DOS & DON'TS OF THE 1ST PARAGRAPH

Do tell me what you can do for me

DOS & DON'TS OF THE 1ST PARAGRAPH

Do tell me why you think you're a good fit for my audience

DOS & DON'TS OF THE 1ST PARAGRAPH

Don't tell me all about your awards
Don't tell me about your academic degrees
Don't give me links to your press page

THE MOST IMPORTANT SECTION

The 2nd paragraph is your hook!

THE MOST IMPORTANT SECTION

What is your specific point of view when it comes to design?

THE MOST IMPORTANT SECTION

What are your topic ideas/talking points?

THE MOST IMPORTANT SECTION

What can you teach my audience?

FINALLY, YOUR CREDITS.

Awards, press, media kit

YOU'VE SENT THE PITCH. NOW WHAT?

- WHAT YOUR WEBSITE NEEDS TO HAVE TO SEAL THE DEAL
- WHAT ABOUT YOUR SOCIAL MEDIA FOLLOWING?
- WHEN AND HOW TO FOLLOW UP

YOUR WEBSITE

*Professional photos are a given
Your About page
Sample of your “voice”
Client briefs are a nice touch*

DOES SOCIAL MEDIA MATTER?

WHEN AND HOW TO FOLLOW UP

*Be considerate (naturally)
Give it a week
Follow up at least twice
You're not bothering anyone*

SLOW STYLE

HOME

WITH
ZANDRA ZURAW

A HOLISTIC DECORATING APPROACH THAT *ANYONE* CAN MASTER.



ZANDRA ZURAW

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