

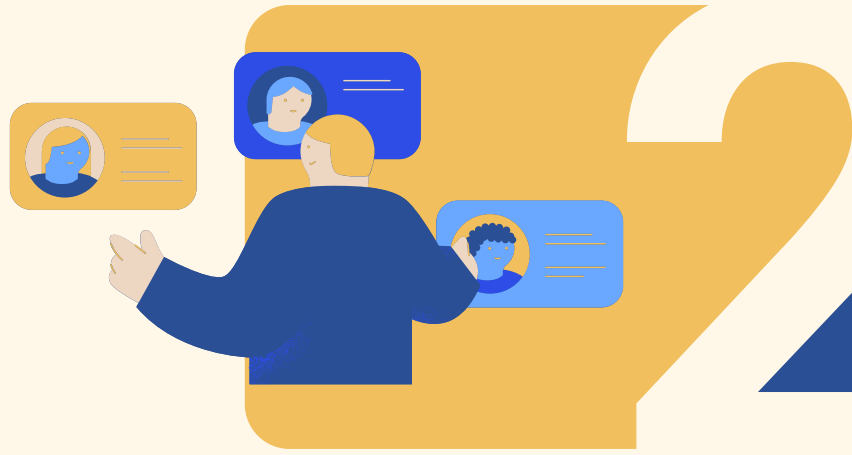
# 5 proven strategies to get your team media-ready

Get your message across in exactly the right way, every time—whether you're making a pitch or responding to reporters. Here are 5 strategies to get you started.



## LEAD WITH EMPATHY

You're not just speaking for a brand—you are the brand. Be welcoming and give every reporter or interviewer the benefit of the doubt.



## FOCUS ON YOUR AUDIENCE

No one likes being around people who only talk about themselves. Don't always lead with "we" or "our." Make your message relevant to your customer, members, investors, etc. What's in it for them?



## DITCH THE JARGON

Once upon a time, people might have been impressed by corporate speak—not anymore. Use plain language and be direct. Avoid clichés.



## TELL THE TRUTH

Never embellish or speculate. If you're wrong, you'll be found out in a hot second. It's much better to say "I don't know" or "I'll find out and get back to you."



## MASTER REMOTE INTERVIEWS

With so much done digitally today, this is a must. Double check your technology, do a test run, curate your background, and dress to impress (and not just from the waist up).

Does your team need media coaching? We can personalize a workshop to your needs. Learn how to:

- Lead the conversation where you want it to go.
- Use gestures to enhance your message.
- Tackle tough questions from reporters—and more!

### Get in touch

- (610) 388-0379
- [Hello@ShinePR.com](mailto:Hello@ShinePR.com)
- Schedule a free [consultation](#)

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