



How to prepare for a
BROADCAST INTERVIEW
(even when you're dreading it)

Hi Shelby,

Palms are sweaty, knees weak, arms are heavy.

Famous rap lyrics? Yes. Feeling before going live on local or national television? Also yes.

It's normal to feel nervous as the countdown begins to your broadcast interview. So ... what can you do to avoid fumbling your way through the next three minutes?

In our latest blog post, a former broadcast news anchor (turned [Rep Ink'er](#)) shares the best tips for how to prepare and what messaging to focus on.

Happy marketing,

Michelle

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Related Posts



[How to best utilize the Chambers and Partners USA portal for your firm](#)

For those who participate in Chambers, you know the submission process can be ... laborious. But, did you know there's a hidden aspect of Chambers you may have been ignoring that can be your ace in the hole?



[Interacting with reporters at conferences: a guide for legal professionals](#)

Conferences provide one of the few chances our clients have to interact easily with the news professionals who cover them and their industry. But why should you talk to them? Learn about the benefits of connecting with journalists as well as how to prepare for those face-to-face interactions before conference season heats up.

Spill the Ink Podcast



Why your attorneys should feel like part of the marketing team

[Why your attorneys should feel like part of the marketing team](#)

On paper, Julia Thomas is a one-woman band as Dean Mead's marketing director. But in reality, she works in tandem with more than 100 unofficial marketers. Yep — attorneys and staff have a crucial supporting role to play as advocates for their firm and its brand, and Julia has made it her mission to empower them.

In this episode, Julia discusses how her approach to legal marketing creates a culture of shared responsibility and reveals what she's learned about helping busy attorneys stay engaged with community-focused initiatives. And with over 20 years of experience in global, national, regional and local marketing roles, she's learned a thing or two.

WELCOME, JESSI!



Reputation Ink is proud to announce our newest team member. Jessi Bruton has joined our growing agency as senior creative director.

With two decades of experience in graphic design and brand strategy, Bruton brings a focused, thoughtful approach to creative solutions for our agency's clients. She is an award-winning graphic designer and has received recognition from the American Advertising Federation, HSMIAI and AIGA Jacksonville. [Learn more about Jessi!](#)

<p>ABOUT US:</p> <p>Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.</p>	<p>CONTACT US:</p> <p>Reputation Ink P.O. Box 13190 Jacksonville, FL 32206 904-374-5733 www.rep-ink.com</p>
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