



GOTCHER CONSULTING GROUP, LLC

Are you getting the most for your mission?

GET READY FOR MEDIA

CONGRATS ON LANDING AN INTERVIEW! NOW WHAT?

DO SOME HOMEWORK

Look at the interviewer's past conversations to better understand their style, tone, & length of interviews. It's OK for you to ask questions of them at this stage - get an understanding of their deadline, what they need to know, who else they're talking to, & why they've reached out.

CHOOSE TALKING POINTS

First of all - know your mission & vision statements. Focus talking points on what the interviewer is planning to ask, & be clear in describing why these issues are urgent & compelling. How is your organization uniquely positioned to solve the problem?

BE BRIEF

It's especially difficult for founders NOT to tell the whole story - resist talking about ALL the things that your organization does. People are bombarded with information, so stick with the most important thing that the audience should know right now.

INCLUDE AN ASK

What is the one thing that you need the audience to do next? Be clear & specific when providing your single call to action.

CONTACT

VALERIE@GOTCHERCONSULTING.COM

PRACTICE! PRACTICE! PRACTICE! PRACTICE!

FOLLOW UP

Always thank your interviewer. Tell them how the audience interacted with you after the interview was shared. Invite them to participate in an exclusive behind-the-scenes tour or special campaign you have coming up on the calendar.

HOW GCG CAN HELP YOU

- Workshops to help nonprofit leaders grow
- Strategic planning & fund development consulting
- The 90 minute agenda mover aimed at next-step clarity, including interview prep
- Copywriting & heavy editing to clarify your message
- Interim leadership to relieve transition trauma



VALERIE GOTCHER

I'm a responsible, curious learner with a 10-year track record as an Executive Director. I can help you prepare messaging that is compelling & clear that will help you raise the most for your mission.

