This report is for you. I put together the words, that will help you define clarity as an interview guest.

This report is intended so you can be authentic, calm and clear about what your gift is. What your message is. And how you can be interviewed, knock it out of the ballpark and get BIG results (which means to gain followers, clients, speaking gigs, sales, whatever is on your list to happen from being featured in media. And P.S. – you should be featured in media, because it will up-level your game in a major way, and put you on the forefront of people’s minds for the next hire, book, gig, or expert-go-to.)

Hi, I’m Debbi Dachinger and I am a Visibility Expert, here to tell you that you have a message. Yes, truly you do.

Expressing your message is important and the importance of a message doesn't rely on how it's expressed; the relevance comes from how deeply the message resonates for you, and how your message impacts the world.

What this means is that most of us are consciously aware of a desire to help others. More than that, most of us recognize that this desire is our purpose in the world.

**HEADLINE**

Your message — or the way you can be of most service in the world — is to help people with the very thing that you've struggled with the most.
Don't be fooled by the idea that you don't have anything to offer because you're still in midst of your struggles.

“No matter what your work, let it be your own. No matter what your occupation, let what you are doing be organic. Let it be in your bones. In this way, you will open the door by which the affluence of heaven and earth shall stream into you.” – Ralph Waldo Emerson

You don't have to have all the answers to offer your message to the world. In fact, it's better if you don't (that would make you perfect, and that's not that interesting).

Yes, you can still be of great service through your vulnerability, your humanity, your empathy, your humility, and your desire to connect with people who are going through a similar thing.

I often joke with my clients by saying, “Do you think I became a Visibility coach because being seen and heard has been easy for me?” Of course not! I became a Visibility Expert and Coach because, quite honestly, it feels as if I had no other choice, then to share all that I had learned and how I got where I am.

My struggles in prominence have been the catalyst for me to understand my own and other people's messaging. If my experience in visibility had always been smooth, I'd definitely be talking about something else. The struggle is actually the gift.

So, what's your gift?

- What have you struggled through?
- How are you determined to change?
- What are you currently working on?
- And how can you help others who are on a similar path?

You are here to help another person. Your message is a gift to them. Listen closely to yourself to find out what that message is. And then, in whatever way feels most aligned for you, fearlessly share your message with the world. I look forward to hearing what you have to say.

“A leader will find it difficult to articulate a coherent vision unless it expresses his core values, his basic identity....one must first embark on the formidable journey of self-discovery in order to create a vision with authentic soul.” – Mihaly Csikszentmihalyi
What’s Your Message to the World?

As stated above, your wound is your gift. Your wound and what you have worked through because of a lifelong issue pattern that has gotten in your way, and has been “the thing” you HAD to work through, to get through to where you are now, becomes your wisdom and message to the world.

Let’s keep it real, can we? Even though you may have taken on this issue and worked through it, it is still possible that now and then it rears its ugly head and roars a bit to be noticed. So, healed yes. Gone…. Um, mostly.

For example, I grew up in a single household and because of various parental circumstances I felt unseen, not special and unheard. My childhood household created an anxiety and loneliness in me because I was dying to know how special I was, I was hungry to be listened to, and was not, and deeply desired to be understood. Innate and free expression, speaking, connection was uber important to me, however not to be had in my home.

So, you can see that I had to work through inner obstacles that based on my upbringing caused me to define myself as not valuable, unworthy, and invisible.

Now to be clear, I was a performer, so I was actively seen on the stage, acting and singing and felt joyously at home there. I did have an outlet. And yet, in my everyday life these inner inadequacies prevailed and to this day, it is still uncomfortable to share openly about how poorly I felt.

I did a lot to heal the issues and it has been a journey to feel more confident and a greater ease in expressing myself. Today I comprehend that when an opportunity of visibility is offered me and fear immediately creeps in, that I move past the fear, I accept the opportunity, and the experience is one of great freedom and capability – I am more than capable of succeeding. The fear is just an old knee jerk response to an old idea of me. Now instead I believe I am worthy of being heard, that I am seen, and I have a message that is worthwhile.

Bottom line: I came here to live out loud. So, in a weird way, how perfect that I grew up in a home that gifted me with the wound of invisibility when I was born to be quite visible. So, you can see that in working through this limitation or false belief, I am living on the other
side as a woman who has been interviewed on over 800 media outlets, speaks on stage, has sung with Big Bands and Jazz Bands, has been an award-winning actress, hosts a ten-year award winning, syndicated radio show, and coach’s clients in visibility. I have written three international bestselling books.

Today I have a voice and I use it. It is the ultimate source of my potency. So again, my wound, when healed, became my gift. It is my purpose, and it is my talent. My wound became my purpose out to the world. Through visibility and media I teach, inspire, lead and heal, this is my purpose.

What is your wound? What is that when healed, is truly your gift and purpose?

“If you think dealing with issues like worthiness and authenticity and vulnerability are not worthwhile because there are more pressing issues, like the bottom line or attendance or standardization test scores, you are sadly, sadly mistaken. It underpins everything.” -- Brene Brown

**How you live your life is your silent message to others**, and it touches people in ways you’ll never even know. This comes across in your actions toward others, but also in how you approach your everyday life. Your true message is less about “doing” and more about “being.”

Start your mornings or, better yet, your meditation sessions with two questions: “How can I help?” and “How can I serve?” This will plant the seed of that desire in your heart. The universe will hear you and will begin orchestrating just the right answer for you, so pay attention. Be alert to what shows up to help you get to where you want to be.

1. **Focus on Being.** Meditate. Every day. Tune in to the wisdom of your spirit and let it guide you. Your spirit speaks through your body, so learn to listen to your body for its signals of comfort and discomfort. Trust those signals; the body never lies.

2. **Speak only in ways that nurture.** If critical thoughts arise, tune in to what your body is feeling and refrain from speaking. Avoid the pitfalls of habitual responses.

3. **Think outside the box.** If you can’t find a solution, ask your inner wisdom for guidance. Then follow that wisdom when it comes, whether you understand the logic or not.

4. **Try to see the other person’s point of view.** Being understood opens the door to unexpected answers.

5. **Have a generous heart.** Compassion leads to understanding, which leads to love, which leads to peace.

6. **Let your heart lead you.** Whenever you feel a loving impulse, follow it.
7. **Share yourself, your talents, and your gifts in whatever ways you can.** A generous heart is an abundant heart.

8. **Expand your boundaries.** Learn to see beyond the limitations that seem real, and empower yourself to push past those boundaries.

Actions always speak louder than words. Live from your highest and best self.

> “Everything will line up perfectly when knowing and living the truth becomes more important than looking good.” – Alan Cohen

## What’s Your Message? Why Not Share It?

Should you *only* talk about yourself? No, of course not. It’s good to share other resources, promote other people, and so on, from time to time. But ultimately, people will follow you because you are doing something interesting, not because you are good at passing on other people’s messages.

If you want to build something, you must have your own message. You’ll gain more followers and clients once you start speaking out more and being yourself. That’s why you need a message!

> “Authenticity is the alignment of head, mouth, heart, and feet – thinking, saying, feeling, and doing the same thing – consistently. This builds trust, and followers love leaders they can trust.” – Lance Secretan

So … what’s your message?

Most importantly, be yourself!

What does visible leadership look like?

*Be Authentic*

You must be seen as the conduit for facts and plans, and for providing help and advice.

*Take the Lead*

Make it clear and be on point.
Create a Clear Process

Set it out in advance. And stick to it. Use as many vehicles as possible – face-to-face, conference calls, webinars, online Q&A, internet, radio, stage, television, video, reports, magazines, and podcasts.

Be and Transmit

People watching or listening will want to know ‘what does this mean for me (and my friends and colleagues)?’ Remember, you are the leader – what do people receive through your message and wisdom?

And Lastly... Be Visible

Be authentic. For the good of your organization or business, and as a high-performing leader – start acting as a visible leader today.

QUOTES:

?This above all:
To thine own self be true,
And it must follow, as the night the day,
Thou canst not then be false to any man.” – Hamlet, Shakespeare

“Be your authentic self. Your authentic self is who you are when you have no fear of judgment, or before the world starts pushing you around and telling you who you’re supposed to be. Your fictional self is who you are when you have a social mask on to please everyone else. Give yourself permission to be your authentic self.” – Dr. Phil

“Dare to declare who you are. It is not far from the shores of silence to the boundaries of speech. The path is not long, but the way is deep. You must not only walk there, you must be prepared to leap.” – Hildegard Von Bingen

“Honesty and transparency make you vulnerable. Be honest and transparent anyway.”
– Mother Theresa

“Seek out that particular mental attribute which makes you feel most deeply and vitally alive, along with which comes the inner voice which says, “This is the real me,” and when you have found that attitude, follow it.” – William James

“Be yourself – not your idea of what you think somebody else’s idea of yourself should be.” – Henry David Thoreau

“Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma – which is living with the results of other people’s thinking. Don’t let the noise of other’s opinions drown out your own inner voice. And most important, have the
courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.” – Steve Jobs

**INSPIRATION:**

Your message can be the key to unleashing your life, and the lives of others. When you live your message, the world conspires with you. When you are congruent in your thoughts, feelings, and actions, you bring out your best. People often find their message when they get their second chance of life.

Why wait.

I’ve found that a key to the most powerful messages is that they are about how to live better, and they are a simple verb.

People with Powerful Messages

Here is a sampling to help inspire you to find and live your message:

Arthur Schopenhauer – Speak the truth.
Bill Gates – Change the world.
Brendan Burchard – Live more fully, love more openly, and make a difference.
Bruce Lee – Don’t waste time — it’s what life’s made of.
Buddha – Seek the truth.
Clayton Christensen – Measure your life by the people whose lives you touch.
Confucius – Don’t make life complicated – it’s simple.
Edward de Bono – Build a beautiful mind.
Eric Butterworth – Grow through life.
Eckhart Tolle – Live in the now.
Gandhi – Be the change you wish to see in the world.
Henry David Thoreau – Chase your dreams with all your heart.
James Allen – Direct your life.
Jim Kouzes – Love ’em and lead ’em.
John Maxwell – Win with people.
John Wooden – Make each day your masterpiece.
Lao Tzu – Go with the flow.
Michael Michalko – Choose the meaning of your life.
Noah Blumenthal – Be the hero.
Ralph Waldo Emerson – Live deep.
Richard Bach – Live your mission.
Richard Branson – Live life fully.
Seth Godin – Be remarkable.
Stephen Covey – Leave a legacy.
Susan Jeffers – Feel the fear and do it anyway.
Tony Robbins – Live with passion.
Walt Disney – Dream big.
Zig Ziglar – Use your ability.

Really step into it. Dig deep.

What Would Your Epitaph Say?

What’s the message you want your kids or family or friends to know? What would your epitaph say?

I am here to express myself, in a myriad of creative ways out into the world. After my realizing my core communication in life, my message is, “Dare to Dream.” My epitaph would say, “She came to live out loud.”

If you have the feeling you were born for something more, or want to make your soul sing, find your message and bake it into everything you do. The power of a message is to rise above the noise. Your message gives meaning and helps you transcend.

Find your message and live it as you make your mark and leave your footprints on this world.

“The easiest thing to be in the world is you. The most difficult thing to be is what other people want you to be. Don’t let them put you in that position.” – Leo Buscaglia

“Accept no one’s definition of your life, but define yourself.” – Harvey Fierstein

“Always be a first-rate version of yourself and not a second-rate version of someone else.” – Judy Garland

Media: Preparing a Winning Interview Strategy –

Tips for Ensuring you get Your Message Across
Develop your core message and make sure it is communicated in the way that you want.

Your message is constant in a media event, a media release, or giving an interview or media conference.

The trick is to "steer" the media – to make sure the quote or sound bite the media use is the one which communicates your core message.

"We are constantly invited to be who we are." – Henry David Thoreau

"Only the truth of who you are, if realized, will set you free." – Eckhart Tolle

"The privilege of a lifetime is to become who you truly are.” – C.G. Jung

Get Your Message Across

In short – you need to ensure that you carry the message you want media to pay attention to by making sure it is signposted and obvious.

You have to "signpost" it in a way – lead the media to your key message and make sure they don't miss (or avoid) what you are saying.

This type of signposting can be done by using a few techniques.

Repetition and variants of your message

Once you have your message, stick to it – and that means repeating it during your interview, media conference or media release.

Don't just repeat the exact same phrase over and over – all that will do is bore the media and the audience hearing your message.

Instead, have a few variants of your message in mind and able to be used if needed. Put together 4 different examples that highlight your point in differing ways of expression.

Quotable quotes

Make sure you have some "quotable quotes." Making sure your message is quotable and noticeable in your messaging, which means putting it at the top of what you say up front.

➢ Trying to stand out from the crowd?
This report you are reading is a how-to guide for anyone who is serious about attracting new members, volunteers, supporters or getting results from interviews and media.

“If you trade your authenticity for safety, you may experience the following: anxiety, depression, eating disorders, addiction, rage, blame, resentment, and inexplicable grief.” – Brene Brown

Snappy sound bites

Sound bites are short statements encapsulating your message which are most used in radio or television news bulletins.

They need to be short, pithy, pre-prepared and practiced.

The more practice, the easier they are to deliver clearly and fluently and to tailor in response to a whole series of questions.

If they are short, relevant and sum up your position they are more likely to be used which means that your message will be spread and be picked out and given a run by the media in the form you want it to be presented.

Creating your sound bite

Preparation is the key when it comes to creating a snappy sound bite.

Preparation and practice is the only way to develop the words of a sound bite and improve your delivery of them.

Don't go into a TV interview without knowing exactly the sound bite you want reported. Work out the line and then rehearse delivering it until you can do it naturally, strongly and succinctly.

Another thing that requires thought is knowing the type of questions you are likely to be asked and how you can mold your answers so that they carry the same message as your sound bite.

Think about questions like:

- Why are you here?
- What does X say about X today?
- What can people who read your book, work with you or follow this method, hope to achieve?
- How will employing the tips you’re giving affect listeners/viewers?
• Do you really think this is going to make any difference? (Great opportunity to offer client or real-world stories and/or statistics)

To each of the above questions you want to work out how you can turn it back to your main theme.

“The keys to brand success are self-definition, transparency, authenticity and accountability.” – Simon Mainwaring

Taking a question and being able to tailor an answer that pushes your theme is a skill which requires practice. Practice in front of a mirror, or set up a mock interview situation with trusted colleagues or coaches.

You can work at bringing questions back to the subject you want to talk about, you won't always be able to do this flawlessly, but practice and try it again until you get it right.

**Force-feeding the media your sound bite**
The first trick you need to get right is forcing the media to use your sound bite, rather than using one of you rambling through a list of unnecessary details or one of you stumbling with "ums" and "ahs."

**Think about "packages"**
In many ways the media, particularly the television, think in terms of a "package" when they cover a story.

That means a nice, neat package which can be easily finished up once the show airs.

This is also what a podcast, radio, magazine or tv interview spot requires: a nice, clean, smooth presentation that gets your points across.

A good sound bite can help achieve both of these aims, as it will be the part of the interview that will be smoothest and clearest, particularly if you have worked hard on the message it contains, and have practiced its delivery.

**Repeat your sound bite**
Politicians of all persuasions are masters at this art. Next time you turn on the television news, watch them in action. Listen to them when they are asked a question, then listen as they proceed to ignore that question and repeat the key phrase (or sound bite) they want to emphasize.

Even when they are pulled up and reminded that they are straying off the issue at hand, they will either eventually go back to repeating their chosen sound bite, or assert that what they want to talk about actually IS the issue. Watch how quickly they return to the main sound
bite or how many times they mention a key phrase during the same interview, no matter what the questions.

Politicians don't just rely on the reporter to pick out their sound bite; they make sure it is unavoidable by repeating it over and over.

In 'PR-speak' this is called "staying on message." You should make it your priority to 'stay on message' if your interview starts going places you weren't expecting it to go.

Keep sharing your theme. You might even construct three slightly different sound bites or lines; all carrying the same message and sprinkle them repeatedly throughout the interview.

Make them care when they listen
Apart from catching people's ear, your sound bite should also make people care about your issue, wisdom, request or situation.

OR

Communicate the issue people might face, but also the consequences if it isn't resolved.

Talking about "cause and effect" plants these thoughts in the public's mind.

Stay on Message

Question one: Who is your target audience?

To impress your target audience, you should know your target audience. This is critical!

Know your target audience intimately; analyze and understand your target market.

If you're talking to everyone, you're talking to no one.

Question two - What are your unique skills or life experiences?

Why is this important? Because your unique experience and set of skills tells listeners/viewers why they should care.

It allows them to resonate with your message, and lean in for more.

Be specific. What makes you stand out over all your peers?

Question three - What do you want your target audience to feel after they've seen or listened to you?
That means the language you choose is important. The tone you strike is critical. The listening audience should feel there is an interesting mind at work.

**Finally, Question four:** *What’s the call-to-action?*

At some point during your interview there should be a call to action from you, such as: call us for details, go to our website, visit our store, join the upcoming workshop, receive your free gift, buy my book here, for example.

Therefore, in your time being interviewed, always suggest a next step.

Nice, personal, and to the point.

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**Debbi’s Media Techniques:**

- Distill your message: Eliminate saying *ums, ahs, like.* Be concise and brief. When you speak concisely you actually make them want to hear more. They will remember you; you’re memorable.
- Don’t bury the lead: Know what your headline is and lead with that. Keep your audience with the headline first then hit them with details.
- Tell a story: Imagination and narrative draws people in.
- Be prepped for tough questions, know your pivots, have an arsenal of them.
- Use strategic pausing. It adds power and emphasis to your delivery.
- Mean what you say. Never lie. Let your conviction shine through.
- Have confidence, modulate your voice, know what to do with your hands with authority.
- Perfect your posture.
- Listen to the host/hostess/interviewer. Maintain eye contact.
- Improvise - know when and how to go off script so you’re more human.
- Prepare! Hilary Clinton still does it, why wouldn’t you?

*Equally important:* When you deliver your message in a succinct and vibrant way it is more important than how you sit or what you wear (*though posture and appearance do matter.*
Design your ideas to be sticky. Listen carefully to your story to identify the most engaging anecdotes, metaphors and narratives. Craft them to be:

![Get Your Message Out!](image)

**Simple and Stripped Down**

The most powerful message is a one-sentence thought so profound that someone could spend a lifetime pondering it.

**Concrete**

Can you remember the last mission statement you read? Was it vague and littered with jargon or was it rich with vivid images? In other words, “Do you want to be a leader in the space industry through team-centered innovation and strategic aerospace initiatives?” Or, “Do you want to put a man on the moon?”

**Emotional**

We are geared to feel things for others. The best communication makes people care about your ideas, and if possible, feel something.

**Story-Centered**

Stories make difficult topics approachable. Plus, people remember a good tale well told.

**Unexpected**

You want to grab people’s attention? Surprise them with something they’re not prepared for.

**Memorable**

What will keep your audience thinking long after they’ve heard you? Know the answer before your interview, they will remember you afterwards.

“Be A Unicorn.” – Debbi Dachinger
How Memorable Are You?

- What words and images best illustrate your message?
- What 10-word slogan do you want to leave your audience thinking about?
- How do you differ from your competition?
- Do you know how to pivot when faced with tough questions?
- Are you jargon free? (You should be)
- Be equipped with stories, sound bites and quotable responses for broadcast or print interviews
- Prepare yourself, rebut challenges
- Enable yourself to use statistics in meaningful ways
- Have a toolbox of proven strategies for overcoming roadblocks or nervousness
- Replace verbal mush with powerful language
- Hire a media coach and get instant feedback on your delivery with expert mentoring!

Are you ready to learn what your message is, how to be visible and how to get booked on media?

Debbi Dachinger offers unique media consulting to get clear on your message. Authors receive a guaranteed international Bestselling Book, as well as media training, where the shows are to be interviewed now for optimal exposure, plus radio and podcast hosting opportunities.

Entrepreneurs, authors, messengers, CEOs and leaders hire Debbi to breakthrough media barriers to gain authority as a bestselling author and as an expert guest interview.

Because most writers’ books never get read and most interview guests do not gain clients or sales from their interviews. They’re playing to small ineffective markets, haven’t been properly coached and unfortunately don’t realize they sound confusing and inconsistent, so Debbi helps them unleash their key message to become world class bestselling authors and offer powerful interviews with authority, whether they are speaking for 5 minutes or one hour.

Bottom line, you will become a well-known expert who raises awareness, enjoys free PR, gains visibility and achieves messaging success each time you write or open your mouth.

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Your life is your message to the world. Make sure it's inspiring.