

52 HOW TO SURVIVE BEING INTERVIEWED ON LIVE TV

It's your 15 minutes of fame! Wait, is that ketchup on your collar? And what did you just say? Oh dear...

1 Slop on the slap. You'll be offered it, so don't be shy. Yes, that means you too, gentlemen: studio lights are harsh and HD cameras are harsher. If you're offered a bit of powder, take it. No one likes a sweaty interviewee: you'll just look nervous and shift.



2 Chum up with the crew. Woe betide you if you upset the cameraman. The person looking through the lens has all the power. They can make you look great or terrible. So get them a coffee (if the opportunity arises), play nice, and they'll look after you. Ask them how you look. If you've been friendly they won't lie.

3 Speak slowly and clearly. Relax; don't practise too much or lay on the jargon with a shovel. A good trick is to pretend you're explaining something to your grandmother. If she can understand it, most people will.



4 Know your message and get it across. Don't lose sight of why you're there. You must have something interesting to say, or you wouldn't have been asked.



5 Use your hands. We're not talking full French mime artist here, but underlining your point with body language can genuinely help: a moderate amount of hand waving can really get your point across.



6 Expect a curveball. Every interviewer loves one, and it's almost certain to come towards the end of the interview. Just answer quickly, turn it back to what you want to say and carry on. If the interviewer persists just give them a quick verbal jab to the chin – they probably deserve it.

