

PR Tool Box – 10-Second Introduction

- What it is: 25 words about your company/service
 - Key Takeaway: Fast intro for any audio/video interview
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The 10-second introduction is one of the hardest elements of the PR Tool Box because we typically want to overshare information about ourselves to establish credibility and connection with our interviewer and our audience.

Fact 1 – You wouldn't be in the interview if the podcaster, interviewer, reporter, or other media professional didn't think you were qualified and had something to offer listeners or viewers. Accept this as the implied endorsement it is and keep your personal intro simple.

Fact 2 – Your interviewer will likely include some of your credentials or bio information in his/her remarks. It will also be on the promotional and web materials linked to the interview. No need to repeat everything.

Fact 3 – Time is the currency of an interview. Don't waste it talking about yourself. Use the bulk of it demonstrating how what you do/your service helps listeners/viewers become better as a result of knowing or working with you.

10-Second Samples

Susan Cross, PR Pro

I am a 30-year public relations professional. I help companies, brands, and organizations share their stories so that their customers will choose them. (23 words)

Jon Cross, Award-winning Nature Conservationist

I'm a landowner who has restored 20 acres of rare habitat. I believe landowners must contribute to healthy environments, clean water, and native species repopulation. (25 words)