

# PR Tool Box – Final Question Answer

- What it is: Your last chance to add to any interview
  - Key Takeaway: ALWAYS provide a response
- 



Most good interviewers will ask a final question before signing off.

**Do you have anything to add?**

OR

**Do you have any final thoughts to share with our audience?**

Never say “no” – Don’t waste this valuable chance to reinforce your key messages! Keep it simple – about 40-70 words or 30-45 seconds.

## Final Question Response Samples

### **Susan Cross, PR Pro**

The key to successful PR is to be bold, be bright, and be gone. In other words, don’t be afraid to make a statement your audience will remember, then move on. If you have a chance to repeat it, great! If not, you’ve left them with a lasting positive impression. (50 words)

### **Jon Cross, Award-winning Nature Conservationist**

I realize I’m on the extreme end of the restoration spectrum. Not everyone has the ability or desire go all in and restore 20-acres. Here’s what I know for sure, if each of us does what we can – grow a butterfly garden, plant natives instead of turf grass, whatever you can do – our world and our planet will benefit. (59 words)