



CLIENT GUIDE FOR YOUR INTERVIEW

Welcome! You are about to take advantage of a proven marketing tool for your business. Be prepared for a flood of phone calls from friends, clients and new customers congratulating you on the informative story they read about your business.

Before this happens, however, you will be interviewed. This magazine is an effective marketing vehicle primarily because it contains credible, useful information for readers. Your company most certainly will be shown in a positive light, but credibility requires certain facts. To establish credibility, therefore, the writer assigned to your story will ask a series of questions to determine 'What makes *you* unique'? These questions will be in addition to standard questions about your core business. Among some of the things for you to be thinking about:

Who are some of your satisfied customers? Be prepared with names and phone numbers of at least three satisfied customers who will comment on your business' effectiveness. You can certainly sing your own praises, but readers are more likely to pay attention when others sing them for you.

What award(s) or recognition have you received? Any official recognition or award – be it governmental, industry association, or non-profit – demonstrates your skills as an effective business person. Please have this information on hand.

What are the trends within your industry? Educating readers about your industry will help establish credibility. Mention any interesting information – what's hot, what's coming next – during the interview.

Do you have any analysts who follow your company? A credible outside source is very useful. Please have a name and phone number available if possible.

Are there any aspects of your business that are new, or that you would like to highlight? Any new products or services that directly relate to the reader will help engage the reader and help them relate to your business.

As you can see, a great deal of effort goes into a successful printed marketing article. If you have any questions, please feel free to contact Nick Pena, CHART Publishing Publications Manager, at **(800) 711-2897, or email: nick@chartmarketing.com**.

Although none of these questions represent hard-and-fast rules, when combined with detailed information about your company, they will help us build an interesting, credible story that people will read AND remember!