

COMPELLING INTERVIEW

Specific/

PORTRAY WITH BLOB

Compelling Interview Services:

For Spoken Interviews (e.g.,
Media Interviews, Podcasts,
Video Interviews):

- . Media Training
- . Message Development
- . Storytelling Techniques
- . Mock Interviews
- . Body Language and Non-Verbal Communication
- . Anticipate Questions
- . Media Protocol
- . Tailored Responses
- . Promotion of Key Messages
- . Post-Interview Debrief

For Written Interviews (e.g.,
Q&A Features, Articles):

- . Interview Questionnaire
- . Message Mapping

- . Story Crafting
- . Clarity and Simplicity
- . Editorial Guidance
- . Incorporate Brand Voice
- . Highlight Achievements
- . Authenticity
- . Crisis Communication Considerations

. Review and Revisions

General Tips for Both Spoken
and Written Interviews:

- . Audience-Centric Approach
- . Rehearsals
- . Feedback Loop
- . Arrange Authorization
- . Multichannel Consistency
- . Post-Interview Engagement

These services collectively contribute to ensuring that the client's interviews effectively communicate key messages, engage the audience, and contribute to building a positive brand image.

Our Compelling Interview Services are tailored to meet the diverse needs of clients across spoken and written interview formats. For spoken interviews such as media appearances, podcasts and video interviews, we offer comprehensive Media Training to help clients navigate various interview scenarios with confidence. We assist in developing key messages, refining storytelling techniques and conducting mock interviews to prepare clients for anticipated questions and media protocol. Tailored responses and post-interview debrief sessions ensure that clients effectively promote their key messages and maintain a positive brand image.

In written interview settings like Q&A features and articles, our services include providing interview questionnaires, mapping key messages and crafting compelling stories that align with the client's brand voice. We prioritize clarity, simplicity and authenticity while highlighting achievements and offering editorial guidance to ensure consistency and engagement across different channels. Crisis communication considerations and thorough review processes further enhance the quality and impact of written interviews.

In both spoken and written interview scenarios, our approach emphasizes an audience-centric perspective, regular rehearsals and a feedback loop to continuously improve performance. We also assist in arranging authorization, maintaining multichannel consistency and engaging with audiences' post-interview to reinforce key messages and build lasting connections. Collectively, these services aim to ensure that our clients' interviews effectively communicate their messages, engage audiences and contribute to building a positive brand image.

Service particularity: optimal delivery in 5 working days, can take longer in case of additional or special requests and unforeseen circumstances, can be done instantly under special circumstances and arrangement; Compelling Interview Initial Chat included

Blob team engagement: 1 expert level consultant, copywriter

Type of meeting: optional

Place of meeting: optional

Output: choice of well-structured questions, deliberate selection of topics prompting tangible answers that weave together into a narrative conveying a clear and impactful message

Pricing. Compelling Interview

BASIC DIFFICULTY LEVEL:

- . **Starting price:** 1.000 EUR
- . **Criteria:** tailored for individuals who are new to interviews or require fundamental assistance in preparing for and participating in spoken or written interviews
- . **Argument:** basic difficulty level Compelling Interview Services cater to individuals who may have limited experience in interviews or lack confidence in effectively communicating key messages. These services focus on foundational aspects such as media training, message development and basic storytelling techniques. Assistance with spoken interviews includes understanding media protocols, anticipating questions and delivering tailored responses. For written interviews, emphasis is placed on clarity, simplicity and incorporating the brand voice. General tips focus on audience-centricity, rehearsals and basic feedback loops to ensure effective communication

INTERMEDIATE DIFFICULTY LEVEL:

- . **Starting price:** 2.000 EUR
- . **Criteria:** geared towards individuals with some experience in interviews seeking to enhance their skills and refine their message delivery for more impactful spoken and written interview
- . **Argument:** intermediate difficulty level Compelling Interview Services are designed for individuals with some experience in interviews who wish to elevate their performance and effectively engage their audience. These services offer deeper insights into message development, advanced storytelling techniques and refining body language and non-verbal communication cues. Assistance with spoken interviews includes mock interviews, promotion of key messages and post-interview debriefs. For written interviews, there's a focus on message mapping, incorporating achievements and crisis communication considerations. General tips cover audience-centric approaches, arranging authorization and establishing multichannel consistency

ADVANCED DIFFICULTY LEVEL:

- . **Starting price:** 3.000 EUR
- . **Criteria:** targeted towards experienced interviewees, thought leaders or executives seeking advanced strategies for mastering interviews and effectively conveying their messages with impact and authenticity
- . **Argument:** advanced difficulty level Compelling Interview Services are tailored for seasoned professionals who aim to excel in interviews and leave a lasting impression on their audience. These services offer advanced techniques in message development, leveraging powerful storytelling narratives and mastering body language and non-verbal cues. Assistance with spoken interviews includes advanced media training, crafting tailored responses and conducting thorough post-interview debriefs for continuous improvement. For written interviews, there's a focus on editorial guidance, crisis communication considerations and meticulous review and revisions. General tips encompass post-interview engagement strategies and establishing a comprehensive feedback loop for ongoing refinement

CHALLENGING DIFFICULTY LEVEL:

- . **Starting price:** 5.000 EUR
- . **Criteria:** reserved for accomplished interviewees, industry experts or public figures aiming to master the highest levels of interview performance and effectively shape narratives that resonate deeply with their audience
- . **Argument:** challenging difficulty level Compelling Interview Services are designed for exceptional individuals who seek to dominate interviews and influence audience perceptions significantly. These services offer cutting-edge strategies in message development, leveraging compelling storytelling techniques and mastering nuanced body language to captivate and engage the audience fully. Assistance with spoken interviews includes intensive mock interviews, advanced media protocol training and expert-level message promotion strategies. For written interviews, there's a focus on authenticity, crisis communication mastery and meticulous editorial guidance for flawless execution. General tips encompass arranging high-level authorizations, establishing seamless multichannel consistency and implementing sophisticated post-interview engagement tactics

By categorizing Compelling Interview Services into these difficulty levels, individuals can assess their current skill level and choose services that align with their goals, ensuring effective communication, engagement and brand representation in interviews. Each level offers tailored support and strategies to help individuals progress from foundational skills development to advanced proficiency, ultimately enabling them to master interviews with confidence, impact and authenticity