

THE WRITER'S EDGE

READER PREVIEW



MASTERING INTERVIEWS

BOOK 21

The Writer's Edge - 2027 Expanded Edition

Speak With Confidence. Promote Your Work. Connect With Audiences.



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A selected preview from the complete book.

What This Book Will Do for You



An interview can introduce an author to readers who may never encounter the book any other way. It can also expose weak preparation, poor listening, uncertain messaging, technical problems, or over-promotion in only a few minutes.

Mastering Interviews treats an appearance as more than a publicity opportunity. It is a trust moment involving the author, the host, and the audience. The book builds a repeatable system for podcasts, radio, television, livestreams, panels, virtual conversations, print interviews, and recorded media - from researching the program and preparing core messages to handling difficult questions, promoting naturally, working professionally with the host, and learning from every appearance.

The result is preparation strong enough to make you more present, not more scripted: you know the messages, stories, boundaries, audience, and call to action well enough to listen carefully and answer the question actually asked.

**PREPARE WELL. LISTEN CLOSELY. ANSWER
CLEARLY. STAY HUMAN. FOLLOW THROUGH.**

Selected From the Book



Build Three Messages You Want the Audience to Remember

The strongest guests do not memorize entire interviews. They prepare a small number of clear ideas they can return to naturally.

Create Three Core Messages

Choose three ideas the audience should remember if everything else is forgotten. One might explain the book, one might explain why the subject matters, and one might give the audience a useful takeaway.

Core messages should be short enough to say in one or two sentences.

Build Bridges, Not Dodges

A bridge connects the question asked to a relevant point you need to make. It should not feel like avoiding the question.

Answer first, then bridge. For example: 'Yes, that was one of the hardest parts of the project. What it taught me was...'

Keep the Book in Context

Talk about the book when it is relevant, but remember that audiences respond to ideas, stories, problems, and discoveries more than repeated title mentions.

Promotion works better when the conversation itself is valuable.

Selected From the Book



Handle Difficult, Unexpected, or Poorly Framed Questions

Not every question will be ideal. Professionalism is most visible when the conversation becomes uncomfortable.

Correct the Premise Without Attacking the Host

If a question contains an incorrect assumption, correct it briefly and move forward.

'I would frame that a little differently...' is usually more productive than turning the interview into a confrontation.

Say What You Do Not Know

An honest limit is stronger than an invented answer.

Use phrases such as 'I have not researched that enough to answer responsibly' or 'I would want to verify that before giving you a number.'

Set Boundaries

You can decline questions involving private family matters, confidential business information, unpublished work, legal restrictions, or subjects outside the agreed scope.

Decline calmly, then offer a related area you can discuss.

Recover From a Mistake

If you misspeak, correct yourself quickly. Do not spend the next five minutes apologizing.

A clean correction protects trust.

Try It Now



The Interview Preparation Sheet

Program / Publication: _____

Host / Interviewer: _____

Date / Time / Time Zone: _____

Format: _____

Expected Length: _____

Audience: _____

Primary Goal: _____

Book / Project Focus: _____

Core Message 1: _____

Core Message 2: _____

Core Message 3: _____

Story / Example 1: _____

Story / Example 2: _____

Story / Example 3: _____

Likely Difficult Question: _____

Boundary / Topic to Avoid: _____

Primary Call to Action: _____

Technical Notes: _____

Follow-Up Promise: _____

THIS IS ONLY THE BEGINNING. TURN EVERY INTERVIEW INTO A STRONGER CONNECTION



The complete Mastering Interviews takes you through the full appearance cycle: evaluating the opportunity, researching the host and audience, building core messages, preparing memorable stories and verified examples, listening and answering clearly, controlling pace, handling difficult questions, preparing for audio and video, promoting without hijacking the conversation, and working professionally with hosts and production teams.

It also shows how to extend the value of an interview after it ends, avoid the most common guest mistakes, and build a repeatable system with an Interview Preparation Sheet, a 15-Minute Pre-Interview Check, and a Post-Interview Review.

The goal is not one perfect performance. It is a professional skill you can strengthen with preparation, repetition, review, and follow-through - so each appearance becomes more useful to the audience, more valuable to the host, and more effective for your work.

MASTERING INTERVIEWS

BOOK 21 OF THE WRITER'S EDGE

Practical Guides for Serious Writers

GET THE COMPLETE BOOK