

The Media Training Bible Things You Absolutely Positively Need To Know Before Your Next Interview Ebook Brad Phillips

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Brad Phillips' Media Training Bible is a must-read for anyone interacting with the media on any level. It is especially helpful for those in the public relations field but anyone from a small-business owner to a CEO of a major corporation, from an external communications specialist to a Senior PR Director is able to gain valuable insight and tips regarding media processes from this book.

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In just the first few pages of The Media Training Bible you will learn things that could turn your next media interview from a disaster into a smashing success. In this book, Brad Phillips, one of the world's top media trainers, will lead you through an engaging mix of 101 two-page lessons, three dozen real-life case studies, and several hands-on exercises.

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Media training can be highly effective in helping you develop the skills to get your message across succinctly and with impact. And when you are an effective spokesperson, the media will return to you again and again for expert commentary on your area of expertise.

5 Reasons Why You Need to Get Media Training | HuffPost
Today's guest post is from Brad Phillips (@MMediaTraining), author of The Media Training Bible: 101 Things You Absolutely, Positively Need to Know Before Your Next Interview. Radio stations hate bad guests, since listeners will immediately switch the dial.

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Think about the best leaders you know, or even the best leaders in the Bible. What sets them apart? Why are they so effective? Listen as Alan Danielson shares three things all great leaders do well to inspire you to grow as a leader yourself. Alan Danielson serves as the Senior Pastor at New Life Bible Church in Norman, Oklahoma.