

Hello,

This issue is being sent to you courtesy of:

Robin G. Coles
 R G Coles and Co. LLC

It is our way of saying we appreciate you and truly value your business. Please feel free to pass this along to others (friends, family and neighbors) whom you feel would benefit from it. Enjoy!

Word search Puzzle:

Below is a list of words that pertain to marketing your business. Each word can be found in any direction within the puzzle.

ask paper Record
 inquiry pencil story
 note phone tv
 opened questions video

Q	E	R	P	A	P
U	N	P	W	H	D
E	O	E	O	I	E
S	T	N	D	N	D
T	E	C	R	Q	N
I	K	I	O	U	E
O	S	L	C	I	N
N	A	Z	E	R	E
S	T	O	Y	R	P
T	V	I	D	E	O

Three Keys To Have A Successful Interview!

To interview someone can be both time consuming and a bit overwhelming. It can also be an unpleasant experience, but it doesn't have to be. You want it to be easy, fun and full of useful information.

So where do you start? And, how do you accomplish the task of turning a possibly boring subject into a great interview?

Preparation!

I've been doing a lot of interviews lately in the boating industry. Each one is different and I'm learning a lot. For the interviews I don't get much background information, I find they're harder to do and don't always go as well as I'd like. Below is a list of three steps to make each interview a success:

1. **Do your homework** – Find out as much as you can about your subject, the person you're interviewing, etc. The last interview I did was with George Kaiser, model shipbuilder. We had actually met two years prior at an event I was photographing for the Chamber of Commerce. At that time I knew he was married to Cyma and they lived in my hometown. Since then, I found out he is 87 years young, still builds model ships in his home and his eyes light up when he talks model ship building. I found this out because I visited him and his wife at their home.

Other interviews I've had to research the subject online and ask around to get information. But be careful, you can't always believe what you read on the internet. Confirm what you find with the interviewee.

2. **Ask questions** – not yes/no type responses, but opened ended to entice another question or conversation. Ten is a good number to have for questions. I told George that before we officially did the interview I would send him a list of questions for his review. Then we would go over that list together before the actual interview.* As I put this list together, I researched the web for forums, blogs, etc of questions that might already be out there about building model ships. I also mention the interview to others for their comments. For this particular interview I struck gold. I mentioned the interview to Sally Higbee. Her eyes lit up, and then she gave me a list of questions that she always wanted to ask. Proudly, most questions were already on my top 10 list.



**From the desk of:
Robin G. Coles**

It's tea time. Thanks for joining me, I've made a pot of loose Twinings English Breakfast. June's been a busy month so far – it started with a WalkToRemember held June 13th at Deer Island in Boston. Two organizations joined forces 3 months ago to raise both awareness and funds for cancer survivors. G-d was with us that day, the sun actually shined, we had over 500 walkers and raised over \$51k. We rocked! Thank you to all who supported this event and continue to do so.

www.walktoremember.dojiggy.com/rgcoles

Last week was my first sail of the season. Three of us went out together in the 22ft Sonar. The wind cooperated, wakes were huge, our tiller broke in half, and the radio batteries died while out at sea. But nobody cared. You've got to expect these things to happen.

Boat safety classes are coming to an end with the exam in a couple weeks. The Wooden Boat Show will be in Mystic CT June 26 – 28th. Saturday, June 27th is also Blessing of the Fleet at Cottage Park Yacht Club in Winthrop, MA. I'll be at both events on Saturday doing interviews and taking photographs.

July 8th the Tall Ships come to Boston.

Short Email version available. To receive your copy go to <http://www.rgcolesandco.com> and signup today.

3. **Give your guest a choice** – not everyone is comfortable talking on the telephone. Or being in front of the camera. In my original contact with Kaiser; I asked if we could do this interview on the radio or over the telephone. After our meeting, Kaiser asked that we not do radio or telephone. His reasoning was he felt his timing for responses was off and his voice was too shaky. We agreed to do the interview in person. It was tape recorded and everyone had a great time. The pressure was off.

* Write notes beside the questions as they get answered. This helps for further questioning if you need it during the actual interview.

Special Offer:

Do you have interviews that need to get done and either don't have time to do them yourself or rather not? If so, pick up the phone and give me a call (339-532-8334). Mention this newsletter special and receive a 25% discount.

Upcoming Live Interviews in June:

None scheduled. But, I've been personally told there will be 7 tall ships docked in Winthrop from July 8 thru 13th.

For more information on the upcoming Tall ships schedule and to hear the interview with George Kaiser, go to:

www.TheNauticalLifestyle.com