

Kick-Butt Key Messages

Perfecting Key Messages for Media Interviews

with Gerard Braud

Learn extraordinary new writing techniques
Learn new ways to recall and use key messages

Eliminate spin
Build credibility in every interview

In this program you will learn:

- How to write the 2 most perfect sentences you can say
- Systematic writing for building each message upon the other
- Secrets of using your key messages in good times and in bad
- How to write with Gerard's exclusive Key Message Tree system
- Proven techniques for writing perfect quotes and sound bites

Ideal for every public relations and internal communications professional

How do I know if I need this? If you answer yes to any of the following:

- My current key messages are written as bullet point
- One of those bullet points is about our charitable giving
- My spokespeople say they are taken out of context
- The media fail to quote our spokespeople correctly
- Our spokespeople fill their interviews with too much technical information
- There is too much jargon used by our spokespeople
- Our interviews with the media lack passion

If you want to be quoted accurately...

If you want to always be understood in proper context...

If you want interviews filled with stories and passion...

...then schedule a Kick-Butt Key Message workshop
for your association or company.

Option 1 - Schedule a half-day or full-day writing class for your association

Option 2 - Schedule a private, full-day writing class for your team

Option 3 - Hire Gerard to write your Kick-Butt Key Messages

Option 4 - Hire Gerard to review your current key messages and give feedback

To book a program, check availability or pricing, contact

Gerard Braud at 985-624-9976 or gerard@braudcommunications.com

About Your Trainer

Known as the
guy to call when
"it" hits the fan,
Gerard Braud
(Jared Bro) is
an expert in
media training
and crisis



communications. He is an
international trainer, author and
speaker, who has worked with
organizations on five continents.

He is the author of *Don't Talk to
the Media Until... 29 Secrets You
Need to Know Before You Open
Your Mouth to a Reporter.*

Gerard has been active in the field
of communications since 1979.
For 15 years, he worked in print,
radio and television as a front line
journalist. His affiliate reports have
been seen around the world on
NBC, CBS, CNN and the BBC.

These days, he travels the
world teaching executives and
spokespeople how to more
effectively talk with the media to
insure they are quoted accurately
and never taken out of context.

Gerard Braud (Jared Bro)

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