Highlights of Slater Success Live Interview (3/23/22)

Janet Falk’s background (1:27-3:53)

Diversified experience gives an outsider’s perspective (4:07-5:15)

Look beyond the *four walls of your own house* when addressing others (5:47-6:19)

Communications Audit and the Five W’s (6:47-12:30)

Why be quoted in the media (13:50-16:40)

Merchandise and promote your media mention (17:58-19:39)

Be descriptive in your LinkedIn headline, not your title and company (21:21-22:48)

Report the breakout session discussion to the larger group (22:40-24:52)