Flagging Ideas for the Audience to Take Away

Letting the audience know what should be remembered is one of the most important things you can do during an interview. Flagging means hanging a verbal exclamation mark on the message you just delivered. Sometimes a writer may not understand what you are trying to explain or see the importance of your message. Perhaps, the writer has stopped taking notes, and you have lost him or her. Or maybe he or she has glazed over.

By FLAGGING, not NAGGING appropriately, you can get their pens going again and reignite interest. Like with bridging, any phrase can be a flag. Here are several:

- "I can't stress enough the importance of ... "
- "We've sold a zillion widgets (insert in here whatever it is you are wildly successful with and the actual quantification of your success) because ... "
- "You should write this down."

On their own, flagging statements may sound unimportant, but in the context of an interview, they are crucial, albeit sometimes difficult to do just right.

Another great way to use this technique is to have a special closing version of your key messages clearly mapped out in a way that signals importance. Here are a few good flagging phrases to use in your closing, or at any point in the interview:

- "I'd just like to reiterate ... "
- "Finally, the most important thing people need to know is ... "
- There are three things to highlight at this point ... "