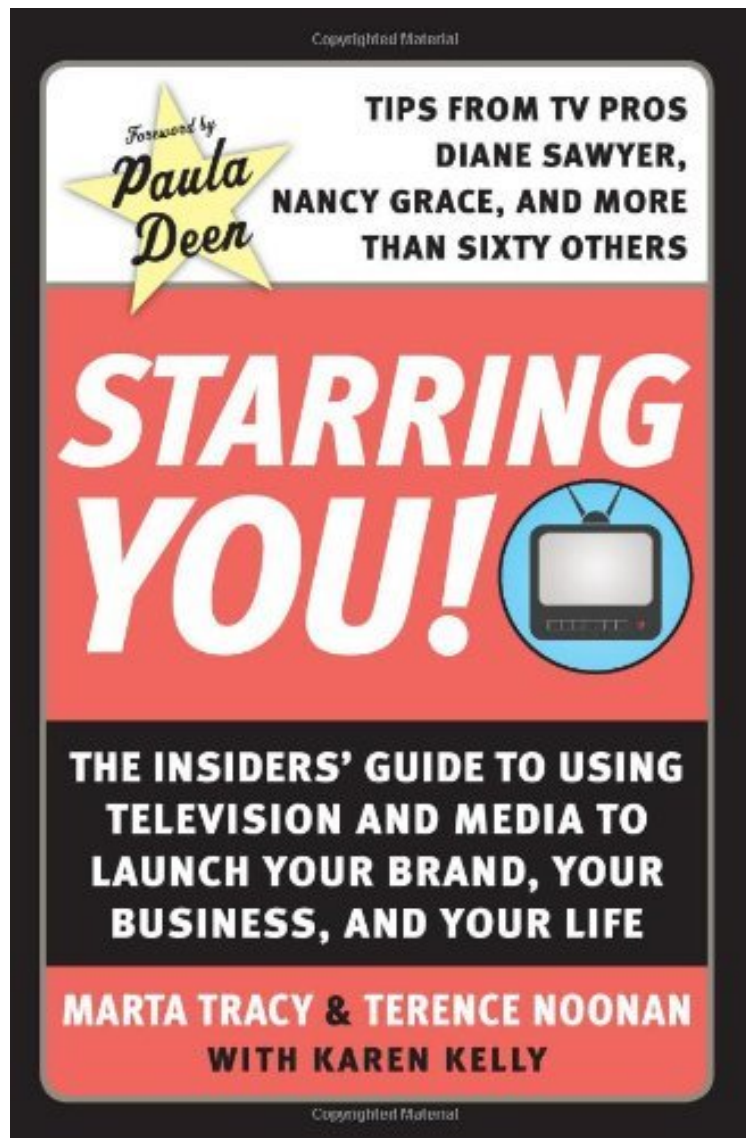


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Starring You!: The Insiders' Guide to Using Television and Media to Launch Your Brand, Your Business, and Your Life

Marta Tracy, Terence Noonan

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Marta Tracy, Terence Noonan : Starring You!: The Insiders' Guide to Using Television and Media to Launch Your Brand, Your Business, and Your Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Starring You!: The Insiders' Guide to Using Television and Media to Launch Your Brand, Your Business, and Your Life*:

1 of 1 people found the following review helpful. One of the BEST books for TV experts!By Sign StudentI regularly do TV show segments as an expert and was thrilled to read the book "Staring You" by Marta Tracy Terence Noonan. At first I was in the dark about how to properly approach the producers of TV shows. After reading this fabulously written book I learned what producers are looking for. This book clearly teaches the 'Do's Don'ts' of the industry in a clear and comforting fashion. I took meticulous notes while reading and feel my TV 'pitches' have since become more professional. I highly recommend this book for anyone who is interested in venturing into the world of TV-Experts. Please write a follow-up to this book for those of us who have now done everything you wrote in the book, I would pre-buy a copy! --Sara Chana1 of 1 people found the following review helpful. Marta and Terrance really know what their stuff!By Tim TialdoBeing in the TV industry for 13 years now, I can tell you that the wisdom and advice provided in this book is dead on. Marta and Terrance speak from years of experience and have seen and heard just about everything you can think of behind the scenes as executive producers. They know the game, they know who the players are and if you follow the info in this book, you can't go wrong! An author myself on the TV hosting industry, I even found information in the book that I didn't know before. If you want to be on TV in this changing media landscape, do yourself a favor and get this book. You'll thank yourself for it!1 of 1 people found the following review helpful. This book unlocks the mysteries...By Sarah MacklemReading this book gave me the confidence I needed to put myself out there. The strategies, tips and inside information shared in this book unlocked the mysteries of branding. I strongly believe one of my first pitches after reading Starring You! resulted in a career changing opportunity. I experienced immediate growth in website traffic as well as increased demand for my services after applying the principles of this book to my internet based design business. ~Sarah Macklem Theyellowcapecod.com

Today, with thousands of TV hours to fill, there's room on television for virtually every product, service, and personality;and no one understands that better than producers Marta Tracy and Terence Noonan. Their one-of-a-kind handbook shows you how to make your dreams of on-screen success come true;whether that dream is to appear on reality television, to showcase your catering skills on The Martha Stewart Show, to promote your flower shop on a local morning show, or to launch a thousand different TV-centered personal or professional goals. Starring You! outlines everything you need to market your business, product, point of view, or yourself, including:How to write the perfect pitchHow to build and maintain relationships with producersHow to become a regular guest . . . or even the host of your own show

From Publishers WeeklyThe subtext of this media primer for businesspeople by two veterans of various TV shows is far more interesting than the actual content. Not only do the authors take it for granted that most individuals want to appear on television, but they argue that the very skills that position one for a closeup have universal application beyond electronic exposure. Learning to define yourself as a brand, clarify your message, and convince someone that your idea is worth paying attention to (or, eventually paying for) in a crisp, concise way are valuable tools whether you want to get on television, become head of your PTA, or land that dream job, they coo. They lay out a fairly unsurprising collection of lessons such as familiarizing yourself with the shows, creating something pitch-worthy before pitching and respecting the time of those in the business. Interviews with television insiders slow down what is already a tanklike velocity. Still, if one knows nothing about getting TV exposure, this book may well increase the slim odds of landing a spot. (July 3) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. lquo;The all-you-need, truly indispensable bible for how to make it in TV.rdquo;About the Author Marta Tracy created and launched the Style Network and was one of the original creators of E! Entertainment Television. She developed TV content with Matt Lauer, Elizabeth Hasselbeck, and Howard Stern, among others.