

**Get on more TV and radio shows, and sell more books while you are there**



## **Take media training, with Brian Jud**

Producer and host of the television show, *The Book Authority*

Guest on over 1000 television and radio shows

Author and producer of the media-training video program, *You're On The Air*

Author of *Perpetual Promotion*, the book describing how to get on TV and radio shows

Author of *It's Show Time*, the book describing how to perform like a pro on the air (and sell more books while you are at it)

## **We can do the training over the telephone**



**You may choose to begin with a free, fifteen-minute initial consultation to determine how and if we can work together. During this initial consultation, we can plan a customized media-training program to meet your specific objectives.**

**If you decide to work with me, there are two parts to media training, and you may choose either or both.**

**Part One** shows you how to find the names of people to contact and what you should include in the package you send them.

**Part Two** shows you how to prepare for your appearances, and then we will conduct mock interviews showing you how to make the most powerful presentation on the air using your new communication skills.

**Take one or both parts**

## Part One (2 hours, \$400)

Discover how to locate the correct person to contact at any media outlet – local or national. Next, we will create the best “hook for your book,” then build a professional press kit to get the producer’s attention and increase your chances of getting on the show. You will also learn how to...

- Get producers call you.
- Appear on shows without quitting your day job.
- Be on national television and radio shows without leaving home.
- Perform on the air in your spare time or on weekends.
- Get a producer's attention in the first sentence of your press release.

## Part Two (3 hours, \$600)

**Brian will show you specific hints and strategies for performing on radio shows.**

- Know exactly what you will say before the show starts
- Refine your words for different audiences
- Use memory techniques if your mind goes blank
- Adjust your answers for the amount of time you have on the air
- Become the perfect radio guest
- 13 techniques to use when taking calls from listeners
- 17 ways to improve your telephone interviews
- What you need to know before going on any show
- Find out how to deal with belligerent callers



### **In addition, you will get this inside information**

- The nuances of projecting the desired image verbally and vocally
- Exercises to help you relax as you drive to the studio. Learn what to do when you arrive.
- Learn where to sit, how to use a microphone properly, use notes effectively and relax
- Answer questions flawlessly.
- Use your voice properly. Learn how to project your voice so you communicate a message that will win the hearts of your audience, and sell more of your books
- Be an informative and entertaining guest
- Use voice inflection to communicate with the audience more effectively
- Project confidence, even when you are nervous

**Contact Brian Jud at P. O. Box 715, Avon, CT 06001-0715**

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