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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

3 Ways To Become A Media Bimbo

By Susan Harrow

Bimboism is rampant in today's media climate where those who do get their fifteen minutes of fame squander it with empty words and idiotic antics. Think about how much of YOUR time is wasted when you watch TV, listen to the radio or read newspapers or magazines. How long do you stay with a story if it's not pertinent to your interests or if the interviewee is dull? With so much competition for your attention it's easy to move on to the next best thing.

If you don't want to become the next bimbo and instead touch the hearts and the minds of the nation, here are three things to avoid.

1. Give a fatty bone.

The quickest way to lose interest is to ramble. When you can't make your point succinctly your audience tunes out—literally. They change the channel or they shift their attention. To keep your audience jazzed respect their time by getting to the point of what they want to know. Give them value every second you're speaking. Shave off any unnecessary fat and get to the bone, the real core of what you have to give.

2. Be professorial.

In my experience people who have the highest degrees are the biggest bores. They speak with the jargon of their industry or training using long sentences and obscure ideas. Simplifying is the key to communication. One of my favorite clients, syndicated technology columnist and national correspondent for KCBS news Larry Magid, is an exception. He can take the most complicated ideas and turn them into a Zen garden. He puts each word stone in the right place at the right time to create order, simplicity and understanding. Follow Larry's path to your own garden by taking the big idea down to its roots. Refuse to be high fallutin' by making your knowledge inaccessible to the masses.

3. Praise the Lord.

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Preaching will set people hellbent against you. I don't know about you but when someone tells me what to do I automatically rebel. Whenever you're attached to an idea and try to push it on someone it's natural to resist. When you have an agenda people sense it. If you're unattached to the outcome your audience will be more receptive to you and your ideas. Allow them to make their own choices based on the information you impart. Tempt them with heavenly insights and offers.

Susan Harrow, top media coach, marketing strategist and author of *Sell Yourself Without Selling Your Soul*, *The Ultimate Guide to Getting Booked on Oprah*, and *Get a 6-Figure Book Advance*. Find out what pushes producers' love and hate buttons—and how they determine whether to book you on their show or not:

<http://tinyurl.com/cys5j>

Media Star Power Book Review

By Bonnie Jo Davis

Media Star Power: ABCs to Successful TV, Radio, Print & Net Interviews

Judy Jernudd

MindShelf Publishing

270 North Canon Drive, #1175, Beverly Hills, CA 90210 310-306-6999

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<http://www.MediaStarPower.com>

Judy Jernudd is a former newscaster and television talk show host turned professional speaker and media coach. Her unique background has given Ms. Jernudd the insight into what makes a great media interview and she shares this insight in her book.

Media Star Power covers the terminology of the media world with concise descriptions, quotes and gold star tips. The book starts with "Advance Work" and ends with "ZZZ" and covers just about everything you need to know about media interviews in between. This book will help you become a media savvy guest, market your product and business, position yourself in the media, improve your confidence and help you prepare for a crisis.

All of the topics covered are helpful but some of the most interesting are: creating an on camera look with tips on dressing and jewelry for both men and women, how to react to the media covering your company crisis and how to manage on camera anxiety. This book is a must have for anyone seeking or preparing for media coverage and is sized just right to fit into a purse or briefcase. Readers can use this guide while launching their own media campaign on a budget or to prepare themselves for working with a media coaching company.

Bonnie Jo Davis is the owner and operator a Virtual Assistant firm. She can be reached at

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Media Star Power Book Review
Preparing For Your Media Interview
Creating Connections: Making Your Business Truly Multimedia
How To Get The Media To Cover Your Story
Do You Have A Press Package?

The Classified List
Press Release E-Manual
147 Killer Epublishing Strategies
Money Saving ideas
Success Secrets



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