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QVC Infomercial: Star in a Famous Person's Infomercial

By Susan Harrow

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Not many people are qualified to have their own infomercial. You have to be a great mediagenic salesperson, have a product with large profit margins that appeals to millions, and fits into a category that is already a known, successful seller.

But you can star in an infomercial of someone already established. Being a part of a profitable infomercial can bring you opportunities you never even imagined. This is the story of Donna Richards who was chosen out of 160 hand-picked people to get the part to help promote Tony Robbins' *Get the Edge*, one of his popular core programs.

Robbins has already transformed the lives of over 3 million people in over 80 countries. His reach is huge. A Tony Robbins infomercial airs somewhere in the world every 12 and one-half minutes and has done so for the past 7 years. That's the kind of publicity that money can't buy.

Here are some requirements that Richards fulfilled to get the starring role in a Tony Robbin's infomercial. If you follow these tips you, too, have a chance to get your product out to millions of TV viewers all over the globe— using someone else's money, prestige, power — and air-time.

1. You have a dramatic story about how a product changed your life.

The story needs to have big highs and lows. My client, Donna Richards, author of *My Brother's Keeper, A Kindergartner's View of Autism* (

<http://www.mybrotherskeeper.biz>

) was already rich when a

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woman employee was shot in one of the two pawn shops she owned. Almost overnight Donna lost both businesses and became bankrupt. She went to hear Tony Robbins speak (for fr.e.e.), borrowed money to get his *Get the Edge* program and began putting her life back together.

She said, *I went from driving a \$50,000 Lexus to counting pennies to scrape together 59 cents to buy a burrito for my son as a single mom.* She listened to *Get the Edge* on the way to her first job and on the way home from her second job, every day. Within a year she had bought a house, dumped an abusive husband, and was making 2 million a year in a new business. Is that a great testimonial to how well *Get the Edge* worked? The producer of Tony Robbins' infomercial thought so.

2. Make the host look good.

Tie your success and the success of your business and product back to the host again and again. Donna and I worked on her story to incorporate all the different ways *Get the Edge* made a difference in her life. She discussed how, when the Doctors all told her what her autistic son, Justin, couldn't do, she pushed through her frustration, anger and denial by using the Robbins' technique of *Incantation* (In CAN tation) in the *Get the Edge* program.

While Doctors said Justin couldn't talk, couldn't go to regular school, couldn't be anything but a retard, she proved them wrong on all accounts. She thanked the Robbins' company for her fortitude and for

the results that positively impacted her son, and her entire family.

3. Romance the producers.

The producers are often neglected because the focus is on the host, the star—but they do all the hard work behind the scenes. Give them gratitude—and gifts. Donna sent a big basket of chocolates and goodies to the producer after she made the cut. Who loves Donna now and would do anything for her?

Of course in addition to sending sumptuous stuff Donna did everything she was asked to with a smile. Like, drop everything (she works full time at her own business — now a 3 million dollar a year venture) to talk to the QVC attorneys for hours to make sure anything she was planning on saying was legally viable. Like, get the clothes that the producers requested so she'd be dressed appropriately for the set — and represent the Robbins' product in the best possible light.

Like, get her story honed down to 6 minutes (which we went through a dozen times, timed it and actually got it down to 3 minutes) with the knowledge that she may need to change it on the spot as Tony likes to be spontaneous. The filming is live, so the pressure is great.

Do you want to know what it takes to pass a producer's interview (their call to you) to get in an infomercial or on a TV talk show? Learn what they're looking for so you can make the cut and sell your book, product, service or promote your business or cause. Go to:

<http://www.prsecretstore.com/tvshowsecrets.html>

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Infomercials – Television Advertising

By TK Healey

Infomercials have been around for along time. Have you ever caught yourself glued to the TV watching and listening to information on a new TV product? We have all seen these ads and I am sure most of us have some of these products in our homes. I know I have several. Wow, will that really clean my floors and make them look new again? Use water to steam away all those germs. Only five minutes a day and you will lose weight! How can you not want to try these products? Only \$19.99 or 5 easy installments of \$29.99.

A number of celebrities endorse these products. One product that has been around for awhile is The Thighmaster endorsed by Suzanne Somers. She also endorses other exercise machines such as torso track, beauty products and even appliances. Suzanne has made a real impression in infomercial world.

Celebrities definitely help these products to sell. These are people we can relate to and if they are endorsing a product and putting their name to the infomercial product it must be worth buying, right?

Some infomercial products have turned the spokesperson like Ron Popeil into a celebrity. Most people know who he is. When I hear his name "Set It and Forget It" comes to mind. Get rid of that fat from your foods and walk away while your food cooks. I have one of his rotisserie and I have to admit I love it! The food comes out real moist and tasty. Ron has come out with a whole line of helpful kitchen products.

George Foreman also got into "Get Rid Of The Fat" products. I also have his George Forman grill which is awesome for making sandwiches, hamburgers, cooking bacon and I find it easy to clean. It seems every year he perfects his product with a new line.

I do like infomercials and get easily drawn in. Sure some are just ridiculous gadgets that we really do not need and just end up in the back of the closet after a few uses. What about the products that you see advertised all the time and have been around for awhile? They must be living up to their ad and do what they say if some many people are still purchasing.

Television is a very powerful way to advertise a product and have it endorse by a celebrity and the product can become an instant hit. The internet has become another tool for advertising these products. The web makes it even easier for us to purchase. If you walked into the tail end of an infomercial you can find out more about it online. Do a search for the product name and you should be

able to find it on the web. You can even find sites that have short clips of the product in action. What will be the hot As Seen On TV Product this year????

TK Healey chief editor for SurfTilYouDrop® a consumer based website focusing on

products. Tv product reviews, personalized searches, video clips and more visit

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