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Review Of Wife Swap From ABC.

By Edward Charkow

Wife Swap is a prime time major network reality series that airs Monday nights at 8:00 pm EST on ABC. The show debuted in 2003 and is still in production.

Each week, from across the country, two families engage a life-swap, entering into a two week challenge period when each family receives a new "wife" and "mother". ABC takes a very active role in choosing the two families engaged in each swap, selecting the pairs largely based on their vastly different lifestyles or values. Typical swap combinations have featured a wealthy, materialistic family swapping with a family who lives off the land, a lesbian couple swapping with a fundamentalist Christian family and an animal rights activist family switching with a family of hunters. During the two weeks, viewers watch the experience of a woman and a family learning to live with the habits and beliefs of the other, and often times explosive and life changing results occur.

Each wife leaves a manual that describes the running of the household, explaining such details as meal preparation, schedule, expectations, chores, manners and budgeting. During the first week, each new wife is expected to live by the rules of their surrogate family. This week shows each woman as she reacts to the initial loss of power required by the show's format; she must live the life exactly as the "real wife" does, including rearing the children, cleaning the house and working. The second week is even more drama filled, as the new wife lays down the rules. She superimposes her own beliefs and lifestyle on her new family. For example, if she home schools her own children she is able to withdraw her new brood from whatever school they attend. If she feeds her own family a steady diet of tofu and wheat germ, the new family (who most likely survive on soda and fast food) must abide by the new diet. This week brings huge emotional responses from all family members involved. It is not unusual to see the man of the family crying and storming from his own house in anger and disgust. Children come to see that their "real Mom" isn't so bad after all, and pine for her return.

The "twist" occurs during each episode when each family discovers they can learn something from the new mom and her way of caring for her family. Bonds usually occur by the end of the second week, and wounds exacted during the first week are healed. The two couples are reunited at the end of the show and a high charged meeting usually ensues. Insults are hurled, but bridges are often built. The show follows up with the families a month later, and viewers see subtle changes apparent in each

family.

Wife Swap often has a feel good ending that no one expects.

Fox has recently been sued by ABC for a replication of the original concept. Fox's Trading Spouses offers a different spin, but is very similar to the ABC original.

Find more out about Amazing Race and the entire reality t.v. world at

<http://www.tv-realityshow.com>

7 Cool Swap Ideas For Ezine Publishers

By Ken Hill

1. Swap ads.

Start your ad off with a winning headline that will catch your reader's attention.

Then follow up your headline with ad copy that interests and leads your reader to want to join you.

Stress the benefits your reader will get from her subscription to your ezine.

Lastly, end your ad with a call to action that directs your reader to join your ezine. For example, by sending an email to your autoresponder or visiting your subscription page.

2. Swap a recommendation within your ezine.

Do you know an ezine that would benefit your subscribers?

Let your readers know about within your ezine (i.e., in your publisher's note) in exchange for that publisher's plug of your ezine.

By doing this swap, you'll be able to capitalize on the other ezine publisher's reputation with her readers, and successfully gain more new subs because of her "thumbs up."

3. Swap on your thank you page.

Make good use of your thank you page by using it to swap an ad or recommendation for your ezine.

You could also use your thank you page to promote a special sale on advertising in your ezine or on your product.

4. Swap a recommendation in your welcome message.

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Like with your thank you page recommendation swaps, make sure the other ezine doesn't compete directly with you, and that you know it delivers quality information to it's readers.

5. Swap testimonials/endorsements.

Testimonials help reinforce the message that your ezine provides valuable content.

They also help to increase your ezine's credibility as your visitors see how your ezine has benefited others.

6. Swap articles.

You could swap articles to be published in each others' ezines or you could swap articles to be posted on each others' sites or in each others' ebooks.

7. Run a recommended ezine's section in each issue.

Another way that you could get ongoing promotion of your ezine is to run a recommended ezines section in each issue.

Simply, joint venture with some choice, targeted ezines, then place their ads in this section in exchange for them doing the same for you and each other.

Limit the number of ezines you do this swap with so that you'll be able to minimize the competition between ads.

Ken runs the Net Pro Marketer where you'll find informative articles on business, marketing, and ezine publishing.

Browse through the articles or submit your own at:

<http://www.netpromarketer.com>

For autoresponders you can

use to follow up & publish email lists visit

<http://netpromarketer.com/followup.html>



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