

This Free E-Book is brought to you by Natural-Aging.com.

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

The Celebrity Factor--A Star is Born in Your Advertising

By Kahlia Hannah

The Celebrity Factor--A Star is Born in Your Advertising by Kahlia Hannah

As Americans, we are obsessed with celebrities. We know who the stars are dating, what their favorite foods are, and, thanks to MTV Cribs, we even know the intimate details of their home decorating styles.

With our paparazzi-like fixations on the famous, it is no wonder ad campaigns involving celebrities are more successful than any other type of advertising. Michael Jordan says "Wear Hanes" and we do. Sarah Michelle Gellar says "Use Maybelline cosmetics" and we buy the lot. Even Carrot Top, considered by many to be the most repulsive and annoying person ever to grace the screen, gets us to call AT&T.

So how do these fun facts help you in your advertising? Let me explain.

Unless you own Coca Cola, Pepsi, Verizon, or Kentucky Fried Chicken, you probably can't afford to lay down a cool million for celebrity advertising. Luckily, you don't have to.

One way to get a celebrity in your ads is to use local celebrities. This is a far cheaper, but still effective strategy to get your prospects' attention.

Try a popular DJ, news reporter, politician, social figure or merchant. Some of these people will jump at the chance to be in your ad. An offer of \$50 or \$100 dollars will usually do the trick

The Celebrity Factor--A Star is Born in Your Advertising

I am especially fond of using local DJs. We spend up to an hour or more in our cars each day listening to these characters, so we get a mental image of them locked in our heads. In most cases, the DJ looks nothing like what you imagined. When you see them on a commercial, you can't look away, thinking, "I can't believe that's what he/she looks like!" It's a great way to hold your viewers' attention.

But if you don't want to pay for a local celebrity, there is an alternative that often works just as well. Become a celebrity yourself!

This is not as difficult as it sounds. If people see your face on television, billboards, and newspaper ads with consistency, even though you are advertising your own product or business, they will begin to consider you a celebrity.

When people see you on the street or come into your store, they will recognize you immediately. What is that, if not fame?

I recently went to movie and found myself sitting next to a local merchant who stared in his own commercials. I felt as giddy as teenage girl at an N'Sync concert through the entire movie. All he did was pay someone to shoot a commercial with him in it, for crying out loud, but I was still bragging about it to all my friends the next day.

Staring in one's own radio, TV, and newspaper ads has worked for thousands of people just like you. It doesn't matter if you are cross eyed, toothless, or speak with as much energy as an aging hound dog. If Carrot Top can be famous, you can too. And the more famous you are, the more successful your advertising will be.

Kahlia Hannah provides marketing advice and popular promotion packages. See her low-cost direct marketing and press released deals at <http://MarketingHelp.NET> Reach Kahlia at <mailto:kahlia@drnunley.com> or 801-328-9006.

See the Birthday of Britney Spears & Other 1980s Star Babies

By Michael Cree

See the Birthday of Britney Spears & Other 1980s Star Babies by Michael Cree

The 1980s was a glorious decade to say the least. This decade initiated great cultural and

The Celebrity Factor--A Star is Born in Your Advertising

technological advances which still are shaping the world in which we live today. Companies launched in this decade include CNN, MTV, USA Today, and technology unleashed in this decade were the video recorder, personal computer, compact discs, satellite dishes and the granddaddy of video games today – Pac-Man.

Meanwhile, in the rest of the country, babies were nursing, beginning to crawl, walk or talk. These were no ordinary babies – but Star Babies. Of course at the time they were oblivious to their potential and the influence that they would later have on the lives of all of us. What made these Star Babies different from all the other children who share the same birthdates? Was it destiny, luck, hard work or a combination of all of these? You decide – meanwhile here are the birthdays of the top young stars of the early 1980s.

YOUNG STARS BORN 1980 – 1982

BORN IN 1980

1. Ashanti (Douglas), R&B Singer, 10/13/1980
2. Chelsea Clinton, Former First Daughter, 2/20/1980
3. Christina Aguilera, Pop Star, 12/18/1980
4. Christina Ricci, Actor, 2/12/1980
5. Michelle Kwan, Figure Skating Champion, 7/7/1980
6. Venus Williams, Tennis Champion, 6/7/1980
7. Jessica Simpson, Singer, 7/10/1980

Born In 1981

1. Alicia Keys, R&B Singer, 1/25/1981
2. Anna Kournikova, Tennis Player/Model, 6/7/1981
3. Barbara & Jenna Bush, First Daughters, 11/25/1981
4. Beyonce Knowles, Pop Star, 9/4/1981
5. Britney Spears, Pop Star, 12/02/1981
6. Craig David, R&B Singer, 5/5/1981
7. Elijah Wood, Actor, 1/28/1981
8. Ivanka Trump, Model, 10/30/1981
9. Jessica Alba, Actor, 4/28/1981
10. Josh Groban, Singer, 2/27/1981
11. Julia Stiles, Actor, 3/28/1981
12. Justin Timberlake, Pop Star, 1/31/1981
13. Natalie Portman, Actor, 6/9/1981
14. Paris Hilton, Celebrity, 2/17/1981

15. Serena Williams, Tennis Champion, 9/26/1981
16. Roger Federer, Tennis Champion, 8/8/1981
17. Nicole Ritchie, Celebrity, 9/21/1981

BORN IN 1982

1. Anna Paquin, Actor, 7/24/1982
2. Kelly Clarkson, Pop Singer, 4/24/1982
3. LeAnn Rimes, Country Singer, 8/28/1982
4. Leelee Sobieski, Actor, 6/10/1982
5. Tara Lipinski, Figure Skater, 6/10/1982
6. Andy Roddick, Tennis Champion, 8/30/1982

Michael Cree was married in the 1980s and is the father of two sons also born in the 1980s. He is also the webmaster/owner of Shop Femina <http://www.shopfemina.com> This listing may be copied in its entirety and displayed but must contain the following notation: Courtesy of Shop Femina: <http://www.shopfemina.com>



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

The Celebrity Factor--A Star is Born in Your Advertising

