



# **Starring You!: The Insiders' Guide to Using Television and Media to Launch Your Brand, Your Business, and Your Life**

*Marta Tracy, Terence Noonan*

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Today, with thousands of TV hours to fill, there's room on television for virtually every product, service, and personality—and no one understands that better than producers Marta Tracy and Terence Noonan. Their one-of-a-kind handbook shows you how to make your dreams of on-screen success come true—whether that dream is to appear on reality television, to showcase your catering skills on *The Martha Stewart Show*, to promote your flower shop on a local morning show, or to launch a thousand different TV-centered personal or professional goals. *Starring You!* outlines everything you need to market your business, product, point of view, or yourself, including:

- How to write the perfect pitch
- How to build and maintain relationships with producers
- How to become a regular guest . . . or even the host of your own show

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