

TV News Live Shots Book Description

You see guests all the time on television news shows. They look confident, focused, and present their core message on camera with ease. If only you had the chance to do one of these interviews, you feel certain you could do the same.

But how do you position yourself as the go-to expert without breaking the bank on expensive advertising? These experts must have an “in” with the producers and guest bookers to get on television, right? There must be some way for you to get on the radar of these news shows, too.

You’ve never had any formal media training. You need a coach, someone to show you the ins and outs of what it takes to be a successful television news guest.

You’re in luck, because this book contains everything you’ll need.

Scott Wolfson has spent his professional career working in the broadcast news industry. He’s coached hundreds of guests, getting them ready to appear calm and confident on camera. And, in his book, *TV News Live Shots*, he guides you so you can crush your on camera interview!

In this book you’ll learn:

-Who, actually is newsworthy? You’ll hear the story of how the unlikeliest of people, a hardened ex-convict, became a media star!

-How to craft winning media pitches and unique story angles that producers will love.

-Why it’s important to arrive to the studio early, camera ready, and wearing colors that pop on television.

-You’ll hear the incredible story of how Scott walked a guest through shooting his own live shot when a cable news network forgot to hire a camera operator!

-How to keep the media momentum rolling after you successfully ace your interview!

And much more...