

5 Elements Every REALITY SHOW Must Have to be a HIT

Love it or hate it, Reality TV dominates!

"TeeJ, I have an idea for a show. What do I do next?"
"TeeJ, people always tell me I need my own reality show. Where do I start?"
"TeeJ, will you take a look at this sizzle reel I shot?"
"TeeJ, I want to shoot my pilot for my show, can you help?"

These are just a few of the questions I'm often asked. And here's the thing...

10,080 minutes in a week + over 630 networks = a lot of airtime to fill!
Which means, some of your viewers could be sitting on the next big thing.
Help me...help you...help them to get going. The first step is to apply my...

P.R.I.M.E. Formula

Your show needs to be...

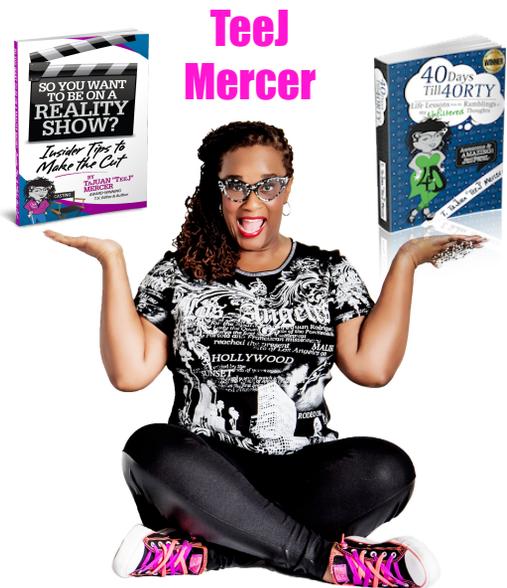
Profitable. Typically a show takes about three seasons before it makes its money. When you are thinking through your show, consider how to sustain it for at least three seasons.

Relatable. The audience has to find something they can identify with...whether it's fascination (Duck Dynasty) or dreaming of a lifestyle (Kardashians), or a sense of adventure, (Survivor) or something they want help with (Extreme Makeover.)

Instigatable. Yes, I made up a word but I do that. A show needs to instigate conversation.--Water-cooler talk., social media relevance. Good, bad, or ugly—people need to be talking about it.

Manageable. Can the talent be wrangled? Can the extreme environments be tackled with talent, crew, and equipment?

Expandable. It's Reality gold when a show can have several iterations like the Housewives Franchise or R&B Divas...or even if a show can be repackaged and reproduced in another country.



Bestselling author and speaker, **TeeJ Mercer** is a 20-year, N. Hollywood, CA-based, retired Award-winning TV editor whose career spans many genres, from "Extra," to "The Tonight Show with Jay Leno," to "Bar Rescue," to "Swamp People," to "The Bachelor," with many hits in between. Called "The Walking Exclamation Point," because of her boundless energy, world-famous hugs, and propensity to meet no strangers, she is also the founder of Project Dreamlight, a non-profit dedicated to giving dreams the green light.

TeeJ Mercer

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TeeJ's masterful storytelling spans many networks including:



5 Signs You're Sleeping Next to C.R.A.Z.Y.

Available for in-studio interview

October is Domestic Violence Awareness Month

1 in 4 women are impacted by domestic violence.

A woman is 70 times more likely to be killed a few weeks after she leaves her abuser.

Having almost lost her life on several occasions, award-winning TV Editor, international speaker and bestselling author, Teej Mercer is determined to use the strength of her empowered voice to wake up women to the **insidious** killer of **verbal abuse** before it escalates to **violence**.

ARE YOU SLEEPING NEXT TO C.R.A.Z.Y.?

Is he **CRAFTY** in making the irrational seem rational?

Does he **REFUSE** to accept responsibility and blames you for his actions?

Does he **ASSUME** the role of sole decision maker?

Does he **ZERO** in on YOUR past mistakes?

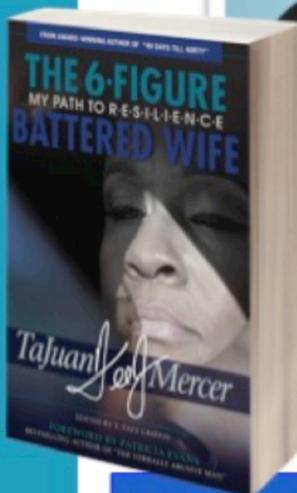
Does he **YANK** at the foundation of your mental, physical and spiritual stability?

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Called "The Walking Exclamation Point," because of her boundless energy, world-famous hugs, and propensity to meet no strangers, she is also the founder of Project Dreamlight, a non-profit dedicated to giving dreams the green light.

DID YOU HIRE A F.R.A.U.D.?

Available for
in-studio
interview

In 2015, organizations with less than 100 employees lost nearly \$1M to insider theft. And small business are hit the hardest.

Fraud is **REAL** and it could happen to your business. Learn how to spot the warning signs. Keep your business from being next!



Are they....

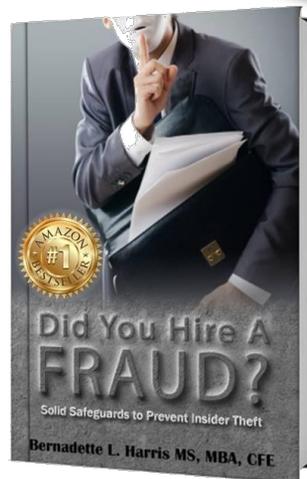
F- Flashy – While there might be a reasonable explanation for why your receptionist has recently upgraded from a Corolla to a BMW, you should pay close attention to her work to make sure you are not paying for her new ride.

R – Recently divorced – Divorce and family issues takes a toll on ones mental state and can greatly impact one's finances. This financial strain could lead someone to commit fraud.

A - Always at work – When you have an employee who is there when the office opens and closes and never takes a vacation, many would see this as a dedicated employee. But this could be someone who is there all the time so they can cover up their fraud.

U - Unusually close – Take note of any unusually close relationships with vendors, customers, or other employees. This could be going to lunch together more often than most, having drinks after work, or even taking trips together.

D – Drowning in debt – Persons who are under a lot of financial pressure might be receiving lots of calls from bill collectors at work or they might be ignoring calls on their cell phone during the work day.



#1 Best Selling Author and Forensic Accountant, Bernadette L. Harris has spent over 16 years focusing on helping business owners put systems in place to protect their businesses from fraud and prepare for growth. She is committed to educating business owners on the warning signs of fraud and helping implement preventative measures.

Bernadette L. Harris

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Featured on:



IMPACT MAKERS RADIO



THE PHILADELPHIA TRIBUNE

HOW TO GO **B.A.C.K** TO SCHOOL AS A WORKING ADULT

Available for in-studio interview

Back To School Time Isn't Just For Kids

By 2020, an estimated 43% of new and returning college students will be working adults 25 years or older
That's **over 9 million adults** going back to school.

Career Coach, Julia M. Winston offers **B.A.C.K** to school advice for working adults who are trying to advance their careers and balance being a student, parent, and employee without caving under the stress of fulfilling your dream.

HOW TO GO **B.A.C.K** TO SCHOOL AS A WORKING ADULT:

Burn Your Why Into Your Brain

You're going back to school to advance your career so be clear about the goals you want to accomplish and why. Focusing on your why will get you through tough times.

Accept Imbalance

Trying to balance school, work, and personal life is the biggest mistake working adults make. Instead of trying to balance it all, focus on "intentional exchanges" to keep you feeling guilt free, in control, and motivated.

Create An Imperfect Schedule

Trying to be perfect only creates unrealistic expectations that zap your energy and creativity...both of which you need for school. Instead create and communication an imperfect schedule so you aren't forcing yourself, family, and friends to be perfect.

Kick Back And Relax

Going back to school doesn't mean you can't have fun. Don't play the martyr. Be intentional about doing things that refresh and renew you because down time increases learning.



Julia M. Winston, M. Ed

Julia Winston is the CEO and Career Coach at BRAVE Communication.

Julia has done career and leadership coaching work for individuals and organizations such as GE, Chick-Fil-A, American Association of University Women, and the USDA.

She's a member of the Forbes Coaches Council, holds two coaching certifications and a Master's Degree in Human Resource Development

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Julia's career advice has been featured in...

Forbes



HUFFPOST

BUSTLE

From: TeeJ Mercer ★ Chief Media Maverick★ TeeJ@MediaMavericks.TV
Subject: How to Break the Glass Ceiling in a Trump Presidency
Date: February 14, 2017 at 12:30 AM
To: M [REDACTED]



Caegan!!!! See below and let me know your thoughts.

Yesterday, at the urging of Ivanka Trump, President Trump met with Canadian Prime Minister Justin Trudeau to discuss growing women-owned businesses, retaining women in the business world, supporting women who work and who have families and helping female entrepreneurs have better access to capital in order to support growing businesses.

In 2015, CNN Money Analysis reported that **only 14.2% of the top five leadership positions at the companies in the S&P 500 are held by women.** And women-owned businesses represent 36% of US firms but they only generate 4.82% of the sales according to the US Women's Chamber of Commerce.

Clearly there is quite an inequity.

Executive Leadership Coach, Stephanie Chung says, **"In order for the glass ceiling to be shattered, women have to be unapologetic about dominating in their field while rocking their stilettos."**

Ms. Chung certainly knows a thing or two about bursting through the glass ceiling. **As a black woman in a mostly male industry, she dominated the high class private jet industry...to the tune of almost \$1Billion in revenue.** Speaking of her journey she recounts, "Not only did I crash into plenty of glass ceilings, I broke through several and have the bruises to prove it.

She would love to share with your viewers the same principles she has taught hundreds of aspiring and current women executives in the country.

SEGMENT HIGHLIGHTS

- Common mistakes women make repeatedly while climbing the corporate ladder (Highlight top choices for your viewers)
 - Going after promotions before determining if there is an actual promotion to be had
 - Leaving their goals ambiguous
 - Neglecting to beat up the bully
 - Using social media for negative
 - Having a celebratory cocktail when you haven't earned it.
- Tips on how to dominate (Highlight top choices for your viewers)
 - Be brutally specific on your goals. What rung on the corporate ladder do you want and by when
 - Get adept at owning mistakes
 - Choose a cheerleader early. Who can facilitate and champion your rise to the top
 - Pursue negative feedback. You have to know your weaknesses.
 - Throw humility out the window. No your work does NOT speak for itself...YOU speak!
 - Give yourself a reality check on what skills you need
 - Learn to "Suck it up Cupcake." No whining. Yes, there are double standards and gender bias. Strap on your stilettos and keep strutting
- Free gift for viewers is her ebook, "Profit Like A Girl"

STEPHANIE CHUNG

- Sales & Leadership Expert
- 25 Years, Sales & Leadership Experience
- Certified Award-winning Executive Coach
- Small Business Mentor
- Sales Training Expert
- Author and Speaker

Let me know how you want to handle!

Oodles of hugs!!!!

From: TeeJ Mercer ★ Chief NoiseMaker ★ TeeJ@MediaMavericks.TV
Subject: 11-year-old Day Trader & "Black Enterprise" Teenpreneur of The Year Nominee
Date: May 11, 2018 at 7:29 AM
To: C [REDACTED]



- Black Enterprise Teenpreneur of The Year Nominee
- International Keynote Speaker (3 continents)
- CEO of Return On Investment, LLC
- Accomplished Day Trader
- Award Winning Certified Les Brown Speaker ([Click to See what Mr. Brown had to say](#))
- Best Selling Author
- MVP All-American Youth Football Player

[REDACTED] you exhausted from reading his resume yet?

I am! Ha!

Barely standing 5 feet tall, 11-year-old day trader, Christon "The Truth" Jones is on a mission--a mission to help 1000 people become successful. And he does it one stock at a time. Yes! He's a day trader.

At the age of 8, Truth faced off with his own bullies and penned his first book, [The Win Within](#), to help other kids. **He made \$5000 in 90 days** by peddling his book door to door.

An international bestselling author by the age of 10, Truth's investor students of his [Truth Success Series](#), an online mastermind course, include adults who want to soak up his wisdom.

During that same year, home-schooled Truth caught a story of a 14-year old investor who made \$50,000 and he was instantly bitten by the investor-bug. His mom took an investing class; Truth soaked it all in; and a bonafide investor (whose Mom still needs to make his actual trades for him) was born.

TRUTH'S TAKE on investing

"It's much more fun to buy stuff when you know you own part of the company so I like to splurge on X-Box games and of course Amazon is my first choice when my mom has to order stuff."

So what's his secret to how **he earned \$10,000 in just a few short months of day trading?**

TRUTH'S TAKE to discover the T.R.U.T.H. about the company.

T - Tap 20 companies that you really like. Be sure to choose companies in which you already buy their stuff

R - Research these companies and find everything you can. Read AND watch the news

U - Understand the company's historical data. How has it been performing in the past? There could be key indicators to predict its future performance

T - Trade AFTER closing. Day trading can be an emotional roller coaster. Sleep on it and trade the next day

H - Have an entry & exit strategy. Know what your bottom line numbers are, to determine when you will buy the stock and when you have hit your profit number so you get out. And stick to it!

Based in Germany, with his military mom, Truth will be hitting the states to attend the **Black Enterprise Entrepreneurs of the Year Celebration on Friday, June 8th** and he'd love to come share his trading tips with your audience at some point during that week.

Call my cell if you need to chat directly. [REDACTED]

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When you know you are the answer to somebody's prayer and have the solution to someone's problem, you have a RESPONSIBILITY to FIND YOUR V.O.I.C.E. and MAKE SOME N.O.I.S.E.!

TeeJ Mercer, Chief NoiseMaker

Keynote Speaker, Hollywood Veteran, Bestselling Author, Media Coach & World's Greatest Hugger

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E: Get your FREE Gift at www.iAmANoisemaker.com

From: TeeJ Mercer ★ Chief NoiseMaker ★ TeeJ@MediaMavericks.TV
Subject: Fwd: Black Panther Pitch
Date: February 23, 2018 at 11:47 AM
To: [REDACTED]
Bcc: [REDACTED]



The wigs are coming off!

In a powerful fight scene in the record-breaking **Black Panther** film, Okoye, the general of an all-female army rips off her wig to reveal her natural beauty, a tattooed baldhead that is a statement of honor for her tribe in the kingdom of Wakanda.

Social media has exploded. To many, this simple act of defiance was a slap to the traditional standard of beauty that has prevented so many women from embracing their natural hair.

The army of beautiful bald women in the fictional kingdom of Wakanda is bald by choice, but **46 Million women in the real world are bald by force**

Women of all ethnicities are suffering.

According to research firm, Wakefield Research, nearly 40% of women 18+ suffer from hair loss. The anxiety and depression many women face amplifies this issue.

America's Hair Coach, DeShawn Bullard explains, ““Many women do not seek proper care so the hair loss can be more severe than necessary.”

Ms. DeShawn Bullard is an international cosmetologist, Trichologist and Hair Loss Specialist whose **NouriTress line of hair products can be found in Wal-Mart, J.C. Penney, Sally’s, and Walgreens**. She has dedicated her life to helping women of all ethnicities treat and restore their thinning and balding hair.

“When women notice their hair thinning, they run to a hairstylist and get hair extensions--which is the worst thing imaginable. Weave, fillers, hair pieces or wigs only treat the symptom, not the problem. And the first line of defense, is where the problem started--your scalp.”

Ms. Bullard has helped thousands of women and would love to share with your viewers how they can combat hair loss and restore their **natural** glory. More importantly, to bring awareness to the issue and let all women know they are not alone. **In fact, America’s Hair Coach insists that losing your locks is not a hair loss issue but a S.C.A.L.P. issue.**

SEGMENT HIGHLIGHTS

Shampoo - If your scalp is dirty, it doesn’t matter how healthy the rest of your body is.

Check your follicles – We are in the age of hair DIY. We brush our teeth everyday but still need to see a dentist twice a year. The same goes for your tresses. Visit a reputable hair stylist at least twice a year to do a scalp analysis.

Assemble your team and tools – You should have a cosmetologist, a dermatologist, and hair products that support your hair texture for the proper care.

Listen to your hair – Pay attention to the specific symptoms that your hair is showing you. For example, if your hair is shedding, you need a protein treatment; if you have dry hair, apply a steam hydration treatment.

Protect your hair at all costs - Whether you wear your hair natural or with extensions, it requires loving attention and care. Often women get weave as a “protective style” or choose to wear their hair natural. However, the best way to protect your hair is to keep your scalp healthy.

*Visuals will be provided that highlight the difference between a damaged scalp and one that is healthy.
FREE GIFT for viewers is TOP 10 HAIR & SCALP ISSUES