



## Segment Breakdown Checklist

- What to upload on DropBox:
  - Pictures that support your segment only if videos are not available.
  - Your book cover. (3D Version preferably)
  - Videos for your B-roll
  - Suggested Questions
  - Your headshot
- Give them your vanity domain link.
- Make sure you have your landing page set up, not your main website
- Details of your live event or virtual masterclass\* (date + time + place), if it's a virtual masterclass, drive them to your registration page.
- Details of how to get their free gift from your webinar.
- Indicate your chyron.
- Any YouTube links for supporting footage.
- Include the phonetic spelling of your first and last name so that they know how to pronounce it.
- Include suggested pics and broll for each point of your list. Include a video of yourself in action.

\*Remember that you can increase your odds of getting booked outside of your home market if you offer something that the local residences can still take advantage of. A virtual masterclass does just that. Be sure to say “virtual masterclass” and not “webinar.”

## Day Of Checklist

- Plan your logistics and make sure you have a back-up plan in case you are flying in the same day.
- Don't be late, be 15 minutes early.
- Bring your own props - make a checklist of the props you need to take with you.
- If you have a book, travel with a metal stand. Not the plastic ones because they break easily.
- If your brand requires a uniform such as a lab coat, chef apron, work out clothes, be sure to wear it.
- Bring a friend along to help you take pictures. Make sure to take pics with the cameras in the shot so it can look behind the scenes.
- Get pictures with the hosts AND the producers and even a testimonial video if you think the timing is right.

## Dressing For The Show

- Below are general rules to consider and you will see them broken all of the time. I just want you to have general considerations.
- Stay away from patterns. Designs can seem to make vibrate on camera. Avoid wearing pin stripes, checks, herringbone patterns or small intricate designs as they may appear to vibrate or buzz on television.
- Go with solids to be safe to look your best. Men, consider beautiful color-popping solid ties.
- If at all possible, avoid wearing white. Television cameras typical find the brightest object in the picture and make it white so a white shirt can look like it's glowing. So stay away from white
- At the other end of the spectrum, stay away from black too because the darkest item in the shot, becomes black. Black needs more light to show up on video camera. To adjust, the camera lets in more light and will kind of wash out your face.
- Avoid anything that shines, or reflects because it will create a glare.
- Watch the extreme fashion, unless that's your brand. You want to make sure that the viewer focuses on YOU, your message, your product, not your outfit. And keep it classy ladies.
- As a general rule don't wear flashy jewelry, dangling earrings, charm bracelets, or even necklaces that may make noise when you move. Again, you want the viewer to pay attention to what you are saying, not to your accessories. I love big rings but I'm conscious of them when I do TV Do not wear bangles and loud jewelry. Be extra conscious of necklaces that do not lie flat. It might not sound loud to you but your mic is gonna be right by your necklace and it will pick up. Only wear wrist cuffs on your wrists because you do not want a bracelet that moves.
- If you wear glasses all the time, then wear them on TV, but try to get glare-proof glasses, especially if you are going to appear on TV regularly.

However, don't ever wear tinted glasses or sunglasses, even outside, unless of course you are Jack Nicholson. People need to see your eyes.

- Unless it's your brand, do not wear message buttons or logos and only if it's really in alignment with your "uniform" that you need for the segment. For instance, a chef coat that has YOUR logo on it is perfectly fine.
- Makeup should be used in moderation, but at a minimum you should powder your nose, forehead and face to avoid looking shiny, oily or plastic.
- Don't forget the top of your head. If you are bald or balding, be sure to powder your head. The way most TV lighting works the forehead is the most likely place to reflect light or shine. If you have hair, comb it before you go on camera and keep your hair out of your eyes or viewers will focus on wondering, "why doesn't that nut remove his hair from his eyes" instead of listening to your powerful words.
- Men, if you are on the overweight side OR you know for some reason, your suit is ill-fitting, then keep your suit jacket buttoned. This will help keep your tie in place, your suit symmetrical, and minimize whatever gut you have by showing less of your shirt, which may look huge hanging out from your coat. But if you have one of those banging beach bodies, or have a new, perfectly tailored suit and a perfectly tied necktie, it's absolutely fine to leave your jacket unbuttoned.
- Ladies, stay away from dresses unless they have a belt or something that your mic pack can hook on to. It's not bad if you are sitting but if it's a standing interview, that will make it difficult for the audio guy to mic you.
- Ladies be mindful of V-neck and low cut blouses that will accentuate your cleavage as opposed to your expertise.
- Ladies, watch out for the lip gloss too. Again, the shine can be a distraction from what you are saying and so can bright red lipstick.
- Both ladies and men, invest in sweat pads if you are a big underarm sweater. They are inexpensive, discreet and easy to apply.