

After The Show...What's Next
Production
Module 10

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Participant Worksheet Module 10

What We Are Covering Today:

- Cover some "During the Show" tips
- Using your media to get more media
- Analyze Your TV Ratings.
- Clip Critiques
- Get Your Clips...DARNIT!

DURING THE SHOW Checklist

I thought of a few more things I wanted to make sure you are aware of:

- Even if your interview is pre-recorded, you still must apply all the principles you have learned.
- Breaking news happens. Your segment might get bumped or canceled. There's nothing you can do except go with the flow.
- Your segment will go by in a blur.

AFTER THE SHOW Checklist

- Track your ratings (website traffic, opt-ins, etc.)
- Make sure your nurture sequence is tight.
- Send thank you card
- Get your clips at www.TVVideoClips.com
- Add "as seen on" plus the logo to your site
- Critique your "conversation"
- Start keeping list of your media mentions
- Lead with logos on your website
- Create a media page to display all of your interviews
- Incorporate your clips into a sizzle reel
- Rinse & Repeat

Track Your Ratings

Average daily page visits before TV appearance:

Average daily page visits after TV appearance:

Average daily increase:

Average number of daily opt-ins before TV appearance:

Average number of daily opt-ins after TV appearance:

Average daily increase:

Average daily sales before TV appearance:

Average daily sales after TV appearance:

Average daily increase:

What was one appearance worth to you in terms of traffic, leads and customers?

Critique Your Clips

- ✓ Rate your outfit.
- ✓ Did you smile?
- ✓ Did you appear nervous?
- ✓ Did it sound like a conversation?
- ✓ Did you breathe?
- ✓ Did you use one word a lot?
- ✓ Did you pivot and use the “which is why” technique?
- ✓ Did you actually answer the question that was asked?

What I Did Well	What I Could Do Better

Notes
