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February 2014

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Jacquie Jordan



Jacquie has produced countless TV shows and been involved in booking, or producing 10,000+ television guests. Jacquie also works with new exciting experts and celebrity clients on their branding, promotion,

We are a hybrid media development and publishing company that uses PR as a tool to raise the profile of the Guestpert in the media to create value for the Expert's overall business vision.

THE GAME OF CONTENT: Hooks and Branding



According to "Get on TV! The Insiders Guide to Pitching the Producers and Promoting Yourself" Chapter 3: Pitching hooks and branding: Who are you? Hooks are the reason behind a booking.

See the success stories below using these hooks:
1) Season 2) Current Events 3) Breaking News
4) Anniversary 5) Personal Story 6) Recent Study
7) Celebrity

SEASON - Valentine's Day



Elite Guestpert Lisa Haisha, Life Counsel, Author and Soul Blazer, discussed the 5 love languages on Valentine's Days.

[CLICK HERE](#) to view appearance.

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marketing and development,
as well as on-camera skills.

**Special Offer -
TVGuestpert Community
Saves \$5.00 a day**

World-renowned Gourmet Chef
Lala is offering 3 healthy meals
a day + snacks to your home

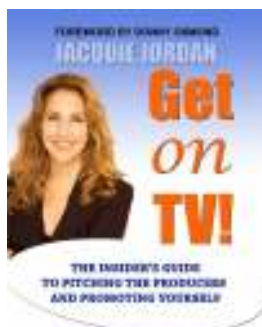
Promising great taste + weight
loss

[CLICK HERE](#) to view website.
Paleo Delivers
310-795-7750



Heartfelt Marketing
Allowing The Universe To Be
Your Business Partner
by Jacquie Jordan

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Get on TV! The Insider's Guide

CURRENT EVENTS : Cyber Bullying and the White House



Standard Guestpert Dr. Gayani DeSilva,
Child and Adolescent Psychiatrist,
discussed cyber bullying and how parents
should handle it with their children.

[CLICK HERE](#) to view appearance.

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Standard Guestpert Christopher Dukes,
Financial Analyst, discussed The State of
The Union Address.

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[CLICK HERE](#) to view TVG Profile.



Elite Guestpert Mychal Wilson, Qui Tam
and Entertainment Attorney, discussed
White House issues.

[CLICK HERE](#) to view appearance.

[CLICK HERE](#) to view TVG Profile.

BREAKING NEWS: Did the President Say Marijuana is Less Harmful Than Alcohol?



Elite Guestpert Peter Bedard, Alternative
Health Expert, discussed the legalization
of marijuana and if it's less harmful than
alcohol.

[CLICK HERE](#) to view appearance.

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ANNIVERSARIES: Bill Clinton/Monica Lewinsky Scandal

to Pitching the Producers and Promoting Yourself
by Jacquie Jordan

[BUY NOW](#) (paperback)

Audio Products:
Selling A Segment

Speaking Points - selling it in writing
in writing
Sound-bites - saying it in six words or less

and

Ace the Audition

What to know before entering the room
An industry insider's point of view

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How local news is changing! And how we need to reposition!"

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Books Published By
Jacquie Jordan Inc.
Publishing



Disappearing Spell:
Generationist Files, Book 1



Elite Guestpert Robbin Itkin, Bankruptcy and Restructuring Expert, discussed Paul Rand calling Bill Clinton a sexual predator.

[CLICK HERE](#) to view appearance.

[CLICK HERE](#) to view TVG Demo Reel and Profile.

PERSONAL STORY: Handling Tatrums



Elite Guestpert Christy Whitman, New York Times Bestselling Author and Law of Attraction Coach, discussed handling your child's tantrums and meltdowns.

[CLICK HERE](#) to view appearance.

[CLICK HERE](#) to view TVG Demo Reel and Profile.

RECENT STUDY: Pinocchio Parenting



Christy Whitman, Author and Creator of The Enlightened Kid Program, also discussed Pinocchio Parenting.

[CLICK HERE](#) to view appearance.

[CLICK HERE](#) to view TVG Demo Reel and Profile.

CELEBRITY: Justin Bieber and Philip Seymour Hoffman



Elite Guestpert Dr. Carole Lieberman, Media Psychiatrist, discussed Justin Bieber's troubles.

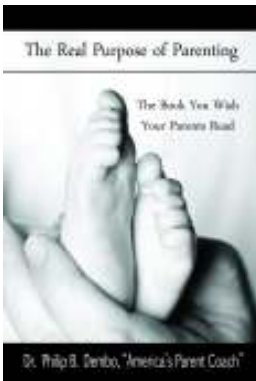
by Darren Campo

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Dress Code: Ending Fashion Anarchy
by Eve Michaels

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The Real Purpose of Parenting:
The Book You wish Your
Parents Read
by Dr. Philip B. Dembo

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[CLICK](#) to buy (audio book)



Nineteen, A Reflection of My

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[CLICK HERE](#) to view TVG Demo Reel and Profile.



Elite Guestpert Erica Spiegelman, Certified Drug and Alcohol Counselor, discussed Philip Seymour Hoffman's drug overdose.

[CLICK HERE](#) to view appearance.

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On The Newsstand



Jacque Jordan Inc. Publishing Author Dr. Phil Dembo, author of "The Real Purpose of Parenting", was quoted in Parents Magazine on encouraging your kids to accept responsibility.

[CLICK HERE](#) to view the article.

Print



Karen Owoc, Health and Fitness Expert
The Joyful Organizer Blog
Topic: Getting Healthy This New Year
To read: [CLICK HERE](#)



Peter Bedard, Alternative Health Expert
GirlsGoneSporty
Topic: Adding tea to your food
To read: [CLICK HERE](#)



Mychal Wilson, Qui Tam Attorney
HollywoodLife.com
Topic: Justin Bieber, tentative felony charges

To read: [CLICK HERE](#)

Teenage Experience in an
Extraordinary Life

by Chelsea Krost

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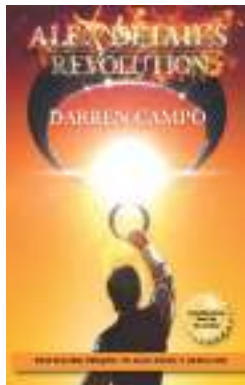
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Alex Detail's Rebellion
by Darren Campo

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Alex Detail's Revolution
by Darren Campo

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The New Moral Code also titled
Beyond Cosmic Dice - Moral
Life In A Random World



Damona Hoffman, Relationship Expert & Author
Woman's Day

Topic: 10 Things Divorced Men Have in Common

To read: [CLICK HERE](#)



Joshua Fredenburg, Gen. Y and Leadership Expert
TeenLife

Topic: The importance of football player Michael Sam
coming out

To read: [CLICK HERE](#)

Meet the Producer

**SATURDAY, February 22nd, 2014: On Camera Training and Behind the
Scenes with Jacquie Jordan and Guest Producer Camilla Granasen**

Where: Marina Del Rey Studio from 1-5pm

Price: \$350.00, includes "Get on TV!" take home Kit

RSVP: 310-584-1504 / Stephanie@TVGuestpert.com

Meet the Producer and Be a Celebrity Guestpert.

Even professional athletes and singers continue to receive coaching,
support, and direction as they continue to showcase their craft.

Join TVG for an intensive platform development workshop:

- * Learn firsthand - what producers need
- * Turning your personal branding into a TV Show
- * How to keep your story fresh
- * How news hooks keep you relevant
- * The danger of being a one trick pony
- * Find out what makes a celebrity Guestpert.
- * Showcase yourself in this rare opportunity on camera in front of a TV
Producer.



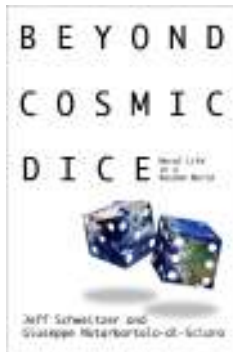
Guest Producer Camilla Granasen

Camilla is a producer with 20 years' experience in the
world of television, where she has worked on
numerous TV shows including the multi award winning
TV show Behind the Music, for VH1, the critically
acclaimed series Inside TVLand, The Tyra Banks Show,
Room Crashers (HGTV), Rob and Amber get Married
(CBS), Journey of a Lifetime with Jeremy Piven
(Travel Channel), Million Dollar Listing (BRAVO). For
the makeover show Before & After'noon Movie (USA Network) she wrote,
produced and directed over 40 episodes. She recently sold a show to HGTV
which is slated to air in the first quarter of 2014.

*On Camera Media Training is more than the title, it is instructions on
presentation and achieving your goals.*

by Jeff Schweitzer

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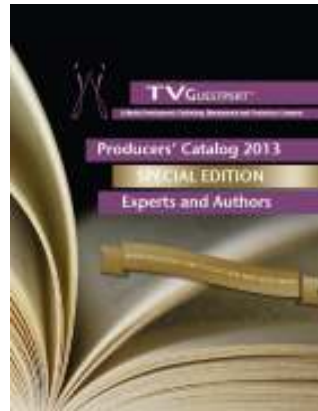
Beyond Cosmic Dice: Moral Life
in a Random World
by Dr. Jeff Schweitzer
[CLICK](#) to buy (Hardcover)
[CLICK](#) to buy (Kindle)

- Elite Guestpert Gayani DeSilva, MD, Child and Adolescent Psychiatrist

The On Camera Media Training is invaluable if you are serious about your brand and getting your message out to the world.

- Elite Guestpert Mary Goulet, Real Estate Expert

For Producers - 2014 Experts Catalog



Free to Producers, please email

Bookings@TVGuestpert.com to have a hard copy of our NEW 2014 Expert Catalog mailed to you.

Seasoned Television Producer, Jay Jones, said "It's the Neiman Marcus Christmas catalog of television."

[CLICK HERE](#) to view our 2014 Catalog.

Not all of TVG happenings can be promoted in our newsletter, but please check out our Facebook page and YouTube Channel for regular updates.

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Team TVGuestpert.com

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