

# Getting on Television



## Gary Wilson

# Getting On TV

I've been on television in the past, and still on broadcasts today, including an upcoming appearance on Sacramento's Fox40 TV, as well as spots in San Diego, Chicago and Washington D.C., and "Morning Flash" which is televised in Orlando and across the U.S. and Canada.

You can do the same thing. I know it sounds cliché, but if I can do it, you can too. In this lesson, I have put together a checklist for you along with the scripts I've used. I'm going to show you exactly what I do.

## What is your goal?

Just as for any marketing campaign, you will want to determine what you hope to achieve. Here are some ideas.

Typically you'll be looking at morning appearances for television... perhaps even early mornings, or sometimes a lunch spot. Think about your local stations and their broadcasts. Generally they share the news, then some kind of local segment of public interest. This is the segment you're going to be on. For you, it is simply a matter of furthering your brand while gaining PR at the same time.

Your goal in this case is to: *Get yourself on television.*

But remember, you can repurpose this content. You can build a PR page on your website that contains links to these video replays, and you can also post the content on YouTube, Facebook, LinkedIn, Twitter, and Instagram, as well as send it to your email list.

What this really does is establish you as an authority, and it's really not that difficult. Most people don't manage it because they simply don't try.

## What you need

First, you should have something you can offer that serves the community. The television producer's sole function is to broadcast content that appeals to a wide range of people. In the world of real estate, you might begin with the premise that most people would like to own their own home, especially if they're in their 20s and 30s and 40s. But as folks get older, they might also think, "Eh, been there and done that. I'm tired of fixing stuff. I'm going to rent," right?

So you're going to offer the television producer what's called a "segment proposal" for that five-minute section of the show that's geared to local relevance.

One article you can use for reference was issued in December 2019 on [Realtor.com](https://www.realtor.com/news/news/2020-will-prove-to-be-the-most-challenging-year-for-homebuyers) with this caption: "2020 will prove to be the most challenging year for homebuyers." You could definitely send a segment proposal based on that article to your local television stations.

Another is: "Three Myths Warren Buffett Wants to BUST for You About Real Estate and Your Money." This caption is an attention-getter for a couple of reasons. It mentions money, it uses the word "bust" in bold, capital letters, and it also mentions one of the most popular people on

the planet, Warren Buffett. What this pitch does is leverage a quote he made back in 2011 along with a picture of Warren Buffett being interviewed. Basically, I'm showing Warren Buffett being interviewed and I mention him and the word "bust" and "your money." It's no wonder this thing got me attention.

Also notice that in the sample proposal, right up top in italics it states: "Gary Wilson is available for in-studio interview." Here's what I said: "When millions of Americans were losing their homes in the Great Recession, Warren Buffett famously said, 'I'd buy up a couple hundred thousand single-family homes if I could'." Basically, the source took one quote from Buffett and turned it into an entire article, so I used my pitch to mention single-family homes, which everybody in the world wants to have. It has mass appeal.

Also remember to consistently update your segment proposals so they appear fresh and relevant. Since the quote was from 2011, I included a recent and related statistic, then added a quote from myself:

"According to [Realtor.com](https://www.realtor.com), 2020 will prove to be the most challenging year for homebuyers." Gary Wilson, author of *Real Estate Reality*, his seventh book, says: "Even experienced homebuyers will be sorry if they don't avoid these three mistakes."

You can clone this if you want, changing it just a bit to personalize it for yourself. You can still reference the [Realtor.com](https://www.realtor.com) article though, because that's public information.

### ***Segment Proposal: Three Mistakes to Avoid***

#### ***1. Home Depot Disaster***

This refers to people who try to do their own home improvements without getting the right education or correctly using creative purchasing techniques to get started.

#### ***2. Sergeant Schultz syndrome***

No one wants to be like Sergeant Schultz from *Hogan's Heroes* who repeatedly answers every question with "I know nothing." Rather than: "Don't wait and buy. Buy and wait," show that people need the right education and then they need to take action.

#### ***3. Whoopi Goldberg gotcha***

Whoopi Goldberg is known for being emotional. You want viewers to take the right action and buy the right house, without becoming overly emotional.

Avoid the mistakes using insider secrets of the uber-rich real estate investors—HOME method—even when buying your own home, not just investing, but buying your own home, something that appeals to everybody.

- H**, get help. Don't do it alone.
- O**, get out there and take action.
- M**, make offers.
- E**, education, learn all you can first.

I always give something for free to the audience. They can each receive a copy of my book, and I make it easy for you to offer that. Then I share a little bit about me, including that I did a lot of transactions, have written seven books, been doing real estate for 34 years now, have developed five training programs, and built multiple businesses. Finally I share my contact information, and keep it to 1–2 pages. That’s called a “segment proposal.”

You’ll notice I referenced a celebrity. It can also be a local celebrity, but it’s not necessary to know the person. You just have to reference somebody that everyone knows.

Now, if it’s at all possible, I recommend that you write an article or blog. It can then be repurposed with a “press release.” Press releases are very easy, and we’ll set you up with a link to more information about this. It’s a great way to get an article out there. Plus it will give you something you can reference when speaking to the television people.

### **Which stations?**

Next, you want to determine what television stations you want to be on. I suggest you call every single one in the local area. Usually there are at least two, and possibly three or four. Don’t ever tell them that you’re calling other stations, because they don’t want competitors, but do it anyway. If you’re going to be doing this, you might as well go big, and if it goes over well, believe me, other television stations will definitely want you on their programs also.

Television station contact information is easy to find. You literally just Google whatever your town is: “Port St. Lucy television stations,” “Jupiter television stations,” “Stewart television stations,” “West Palm Beach television.” These are all places I’ve recently visited for teaching events. That’s why I’m mentioning their towns. As many of you know, I’m a Floridian.

In any case, I suggest you create a spreadsheet listing the television stations, the producer’s name, phone number of the station, and email address for the producer at that station. You’re appealing to the producer.

### **Segment Proposal Pitch**

I’ll give you a sample script next, and then we’ll do a role-play.

First things first. Call the station... *ring, ring*. “Hello.”

You may be tempted to want to build rapport first, but try me, just follow the script.

“Hi. May I speak to the producer who books the guests?”

Just like that, right off the bat, like you know what you’re talking about. If you already know the producer’s name, then reference them by name. “Hello. May I speak to Joe, please?”

Your demeanor means everything, because the first person you’re speaking to is the gatekeeper. You want to sound happy. You want to be fast and professional and nice. Be nice, nice, nice.

What happens is you’re going to get so busy that you’ll sometimes lose track of where you are and who you’re with. In this case, be all business and get right to it, while making sure to take the time to be nice to everyone you speak to.

When connected to the next person ask, “Hello. Are you the producer who books guests?” because it could be a middleperson who you’re dealing with. Now, if it’s a middleperson, then you want to repeat, “Might I speak to the producer who books the guests?”

You may be told, “He/she is in a meeting.”

If so, you’ll say, “I see. What time is the meeting generally over? I’ll call back then, and may I please have the producer’s email address so I can send my segment proposal in advance?” Obviously, you’re going to send them a segment proposal right now.

If indeed it’s the producer who answers, then you’re going to say, “Great! I have a super segment proposal that appeals to virtually all of your viewers. Everybody either owns or rents their own home,” which is a true statement. “It’s the American dream to own your own home, and furthermore, most people would love to have some cash flow coming in from investing in real estate. The challenge is they typically make mistakes in three ways. I’ve written seven books on this subject, and the seventh addresses the most common challenge area, which is how to get the right money the right way.”

Now, probably you haven’t written seven books, and that’s okay. You might instead say something like, “I’m currently working with Gary Wilson, a real estate advisor and trainer who’s written seven books.” This a character reference to associate you with someone knowledgeable.

The producer will reply with something like, “Sounds good. Tell me more.”

Then you say, “Certainly. There are many late-night gurus out there telling folks they can buy real estate with no money down and no credit. While there may be a few examples of that happening, it’s not very likely. In *Real Estate Reality: The Truth Behind ‘No Money Down’ Investing*, Gary explains how and when to use creative purchasing strategies and why it is best to use as much cash as possible. In the segment I’ll give real-world examples of this, which is what I’ll show your viewers.”

Now the producer might reply, “Well, we’re in a poor area, right? Our people can’t even buy a home.”

You say, “Not a problem. You know, Warren Buffett was right. We have been turning into a renter nation. This information isn’t just for homeowners. It’s also for your viewers who are renters and want to become homebuyers, and perhaps investors, too. I’d like to send you my segment proposal. I’ll be in town [share your available dates]. Will that work for your schedule?”

The producer will say something like, “I have to look at the schedule. Can you send me an email?”

Copy down the address, and while you’re both still on the phone, send them the written segment proposal. Say, “I’ll send this to you as we’re speaking. Please confirm you’ve received it while we’re on the phone.” Ask the producer to check email. The producer will likely say, “Got it. I’ll be in touch.”

“Great!” you say. “I look forward to helping your viewers. Let’s touch base next week.”

Over time, you will develop multiple segment proposals. This is just one. The reality is, when I've pitched info about buying a home, I get far more "yesses" than when pitching investing. You can just talk about buying a regular home. In any case, that is the script to use when you first call the television station.

### **Follow up**

You will receive replies to your emails. For the ones who say "No," or "Maybe," or "I'll get back in touch with you," you shouldn't just leave it at that. You will want to send a follow-up email, at a minimum, once a week. I know people who do this successfully, sending emails twice a week, sometimes three times a week.

Remember, producers are extremely busy. It's a thankless job and they don't make a lot of money. Even in the top markets of L.A. and New York they're lucky if they make six figures. In most cases, they're making half of that. They're working like crazy and they're not making a lot of money, so you've got to be sensitive to the fact they're getting hundreds of emails every single day.

So that's why some people say they do it two or three times a week. Now, my suggestion is to send your follow-up emails on the evenings of Monday, Wednesday, or Friday. When the producer gets in in the middle of the night—remember, these people are getting in at like literally 2:00 to 3:00 in the morning—your email will be the first one they see on Tuesday, Thursday, and Saturday.

### **Email example**

In this sample, I've already spoken to Jeremy the producer. "Hi! Good morning, Jeremy. I hope you're well. I'll be in Tulsa on September 6th, teaching. I would love to do a morning segment with you. This will appeal to homeowners and renters alike. Please review the attached segment proposal and let me know what you think. All of my contact information is below. Please use my cell number, as I will be away from the office. Take care and have a great day!"

That's one version of a segment proposal. Believe it or not, short and sweet and just flat-out to the point works because producers are busy.

### **Receiving an answer**

When a producer says "no," still follow up. You could always come up with different segment proposals. You just never know what's going to pique their interest, so understand that when they say "no," it just means they're not interested in that particular segment at that particular time. They may actually like the proposed segment, but it's just not timely for them. Maybe they would prefer that topic in the summertime or a different season. Your segment proposal should always be timely and relevant, and particularly of local interest, but you can't know everything about the producer's plans for future programming.

Now, if they say "yes" to you, absolutely set a date right there on the spot and do a follow-up email confirming the date and time.

## Preparing for the segment

Always practice, practice, practice. Practice until you know it cold. You don't need a script or a handwritten note, because they'll never let you on set if you walk up with a script or cue cards. You've got to memorize it. Five minutes is not that difficult. Just practice, practice, practice. Practice with someone you love, or better yet, someone who loves you, and who will give you the straight scoop.

Also, watch other segments. Turn on your television at 6:00 A.M. or 9:00 A.M and watch what other people are doing and how they behave.

1. Always smile, lots of teeth. Years ago I would pay for professional teeth whitening. I stopped doing that because it was extremely painful and just not worth the money. Instead, go to your local CVS or Walgreens for the most expensive Crest strips they have. Usually you leave them in for an hour at night, and they'll say it gives you equivalent to 90 minutes of a professional treatment. It's going to cost about \$60–80 for a month's supply of strips. Most everybody I've talked said they got pretty close to professional results without having to pay thousands of dollars.
2. Laugh. Laughing is good. Open your eyes wide open. I struggle with this one.
3. When you speak, you want to end on an up-tone, not a down-tone. Always end your sentences up. It's might be a challenge to do this, but it's very important. Film yourself. Record yourself doing this.
4. The most important thing is to show lots of energy. Energy sells.  $E = mc^2$  is true in the world of science, but it's also true in television. Energy equals more coverage, more coverage. Energy, energy, energy.
5. Show your hands, particularly your palms. It's better to have a great performance of mediocre material than to have a mediocre performance of great material. You want to be invited back. Viewers will remember you. They'll remember your name. And they'll reach out to you when they need help to buy and sell their own home or investing in real estate, because you did a good job presenting on television.
6. If you mess up—and it's going to happen, in spite of your best efforts, because even the professionals make mistakes—just let it go and keep going. Don't ever, ever stop. Never, ever stop in the middle of your segment. Just keep going. If the anchor makes a mistake, don't ever correct them either—even if they make a mistake about you, mispronouncing your name or misquoting a statistic or fact about you. Don't correct them. When you go through your segment, you can state the true facts then. But don't correct the host directly, or they will never invite you back. They're used to making mistakes. It happens all the time.

## Shy?

“I'm super camera shy.” You know what's funny? There's an old saying in television. “Guess who the camera loves the most? Shy people.” Don't try to change yourself. Just be yourself and I'll promise you people will warm up to you like crazy.

When I was a kid in a grocery store with my mom, I was the one hiding behind my mom's coat. I was painfully shy. It took decades for me to be able to become comfortable doing this, and even be slightly animated. So I know if I can do it, you can definitely do it.

### **Go time**

The producer will give you instructions on exactly what to do. If they tell you, "Be there at 6:15 A.M.," be there at 6:10. They may want you on the 6:30 slot or the 7:00 slot. Just follow their instructions.

Dress code should be business. For men, I suggest you wear a good, old-fashioned business suit. For women, wear what makes you feel comfortable and confident.

Most stations are not going to go through all the makeup stuff with you. They'll do that for their own anchors but very few will take you into makeup, so here's a big hint to show up as your best self. Get what's called "foundation." It'll stop your face from being shiny and oily. Even if you don't have oily skin, believe me, on camera you're going to shine. It will show up every little blemish you have, like if I cut myself shaving. Just get a little, teeny bit of foundation and rub it in. If you ever meet a television anchor up close and personal, right when they're getting ready to go on the set or come off the set, they literally are made up like a clown. It's so thick and gaudy, it's ridiculous, but on camera it looks perfectly normal and natural. It's the craziest thing.

I used to know a news anchor personally. We were neighbors, and one time he came over to our party before he went to work for the 11 o'clock news. I'm like, "Ken, man, you look like a clown!" He said, "This is what I wear to the news station." He had on lipstick, eye shadow, and eye liner around his eyes to make them pop, and of course foundation. You won't need to go to that extent, but you should have some foundation so you're not shiny.

Now, when you're on the set, it's important to remember that you should speak directly to the host, no one else. Never, ever look directly into the camera. I made that mistake the first time. They want to see you speaking to the host. If you look at the camera, you'll find they're going to switch cameras on you, because they don't want you looking at the camera. They want the host to get all the glory in this thing. You're simply a guest.

Consider creating a link to free content the station can provide to their viewers—a free book, a free article, a free calculator or checklist on how to buy or sell a home. Provide that content so the television station can list it on their station's website, and you'll have some ongoing residual PR because of that.

Put your heart and soul into it just like anything you do. You've got to really put yourself into it to be successful.

### **After the segment**

Follow up every appearance with a thank-you note. "Thank you for having me on your station. I'd love to come back again and do another segment."

Now, here's where the stuff gets really good. What do you do with all of this? Well, we're going to use it in your own marketing and your own PR. Always ask for the video clip when you're



done. They'll generally send it to you as a link to their television station's website. Then you've got to go through the effort to take that link and capture/download the content to create your own MP4 file, audio-video file. There's software you can buy that does this, or sometimes you can get a package for free. Then you can upload your file to YouTube.

You should definitely have your own YouTube channel, okay? You also want to post the video on Facebook. Facebook loves videos. Send out a campaign promoting your speech at the local television station on Instagram as well. Put it on LinkedIn, definitely. You just need the free version of LinkedIn at first. And you should also send the video to all your contacts via email. "Hey, look at this, guys! I got on local television! This is awesome! Check it out! Look at the video yourself!"

Then always ask your readers to share with their loved ones. Say, "By the way... please share with your friends, neighbors, and relatives."

On your website, even if you just have a free page through your broker, you want to add a PR page with these videos.

If you're ever curious about what your PR page should look like, you might be shocked when you research other celebrities' PR pages. You may wonder why they include hi-res still shots, but that's because they know other entities are going to grab those pics as part of PR campaigns to promote that person who's coming for a speech or other event.

I also suggest you ask for a selfie with the anchor or whoever is interviewing you. Say, "Would you mind if I get a selfie?" Add this to your PR page. It basically makes you look like you're hanging out with the celebrities, which practically you will have.

## **Conclusion**

I never said it was easy, but it's generally simple. The steps are not that complex, but you've got to keep getting at it. You may get a lot of "no's" before you get your first "yes," so just remember, it's not "no" to you. It's "no" to the segment proposal at that time. The producer may in fact like your proposal; it just may not be the right time for them. That's why you want to follow up.

If they don't like your proposal, generally they'll say something. "Yeah, it's really not good for our audience. We don't see a match for our viewers." Well, that's code language for, "Come up with another proposal." Just keep trying.

One of the things you can do right now is come up with a segment proposal that's like, "How to recession-proof your home in spite of this great economy," because economies change all the time. They go up, they go down, so we know we're going to be heading down here in a couple years. It could be 10 more years, could be 5 years. I don't know. Quite frankly, I don't really care anymore. I don't mean to make that sound callous, but I've been through a number of them. It doesn't faze me anymore. I know it's going to happen. I just prepare for it, which is what you should do, too. Believe in yourself and the expert knowledge you have to share with the world!