

JO ANDERSON MODEL & TALENT, LLC

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T. V. WORKSHOP

1. FIELD OF TV OPPORTUNITIES
PURPOSE OF TV COMMERCIALS
EIGHT SKILLS NEEDED FOR SUCCESSFUL TV DELIVERY
2. ORAL PRESENTATION
ACTING – ITS RELATIONSHIP TO TV COMMERCIALS
SENSORY EXERCISES
3. SCRIPT ANALYSIS
MAGIC KEYS OF READING
ON-CAMERA PERSONALITY
4. TV JARGON
ON-CAMERA PARTICIPATION
INTRODUCTION OF PRODUCT – CUE CARDS
OVERCOMING JITTERS
5. PRESENTING YOUR OWN TV COMMERCIAL
VOICE-OVERS
CAN YOU HEAR WHAT YOU ARE SAYING?
6. FINAL TAPING, FINAL CRITERIA, FINAL REVIEW
7. PHYSICAL IMPROV AND PHOTO SHOOT PREP
8. PROFESSIONALISM

TOTAL PRICE OF THIS PROGRAM IS \$575.00.

THIS INCLUDES A DOWNPAYMENT OF \$175.00 DUE AT THE TIME OF REGISTRATION WHICH IS DEDUCTED FROM THE TOTAL COST.

THE \$400.00 BALANCE OF THIS WORKSHOP IS PAYABLE OVER EIGHT (8) WEEKS AT \$50.00 PER WEEK.

THIS WORKSHOP INCLUDES A PROFESSIONAL MODEL PHOTO SHOOT!
(IMAGES AND COMP CARDS NOT INCLUDED)