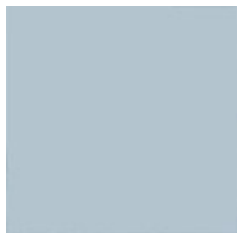
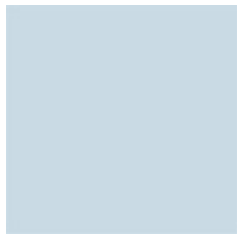
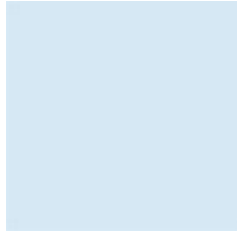


THE ULTIMATE GUIDE TO GETTING ON TV

A BEONSCREENEBOOK





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The beonscreen mission

The aim of this eBook is to further your chances of getting on TV by revealing expert tips on how to market yourself to those discerning show researchers and judges. We'll guide you through our perfect application, producers' pet hates, popular character types, and even how to succeed in auditions.

If you really want to impress, create your own personal profile, upload a photo or go that extra step and make your own web site all through Beonscreen. You might also want to brush up on your acting or presenting skills by following our links to prestigious agencies.

Not only that, but Beonscreen offers you the opportunity to get an audition for the first series of a show before it's even been advertised on TV! This way, you can get the ball rolling before everyone else jumps on the bandwagon.

Think Big Brother for example, everyone's heard of it now, and everyone wants to be the next housemate, so getting onto the next series will be much trickier than securing a spot on series one!

It has never been easier; simply follow
Beonscreen's top tips to your shot at stardom ...

Q&A REALITY TV

Q What is reality television?

A Well, now it's in the dictionary...

Reality TV is a term for television shows that are based on real people (not actors) in real situations, which are presented as entertainment.

Q What types of reality TV are there?

A In general, there are three genres of reality TV.

Fly on the wall: Ordinary people going about their ordinary lives.
Traffic Cops, Animal Hospital, City Hospital

Docusoaps: Real life documentaries starring celebrities, but where the plots resemble soaps.
The Osbournes, Newlyweds

Reality game shows: Contestants compete against each other for prizes.

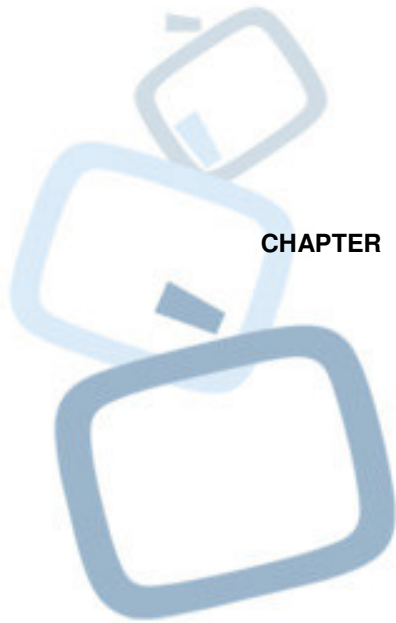
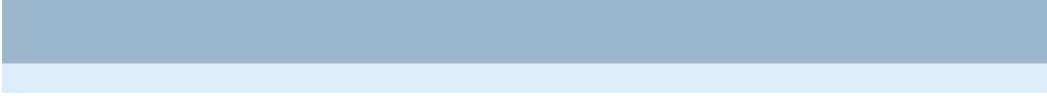
Talent shows: The X factor, Pop Idol

Physical survival shows: Survivor, Fear Factor

Identity shows: Big Brother, Joe Millionaire, Extreme Makeover

Q Why is reality TV so popular?

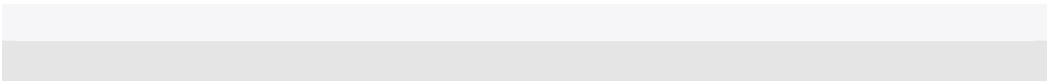
A For the producers they are cheaper and easier to make than dramas or sitcoms. In addition, the viewers can relate more easily to the real life characters portrayed on their screen, whilst also actively participating by voting.



CHAPTER 1

Here we reveal the secrets that get you noticed by TV researchers and producers; from the perfect application to their pet hates.

If you want to Beonscreen, read on...



The perfect application

After lengthy discussions with TV researchers, Beonscreen has come up with the perfect strategy to get you noticed.

It's all down to that application form boys and girls!

It seems that most people fail at the first hurdle because their application isn't up to scratch.

However, the researchers tell us that most applications are poorly written, lack vital details, don't describe the applicant's personality well enough, and, ultimately, fail to give the wow factor.

When researchers are looking for participants they are more often than not inundated with applications, which means they have to be unswervingly ruthless.

“in the future,
everyone will be world famous for 15 minutes”

(Andy Warhol)

When production companies receive 100s, even 1000s of letters they're looking for ones that really stand out amongst the crowd.

They want people that grab them immediately, and scream,

“I AM THE ONE.”

Obviously then, those applicants who have not taken the time to impress at first glance, and just send in forms that are riddled with careless mistakes will not get through.

Sad but true, these people are the first to be binned!

So how do you get noticed?

Well, if you're really keen to star on the small screen you really have to sell yourself on paper.

Why not treat your application as you would a job application form.

Dust off that English grammar book and write a masterpiece with flawless spelling and grammar.

Also, stick on a photo to prove who you say you are!

"I choose applications that stand out from a list of 100s."

Producer / Director, Wife Swap

"People should give all the information they can about themselves. If they leave out essentials like age, where they live and what sex they are (!) they are much less likely to get any calls."

Lissa Blomley, Researcher

Tell them why you're applying, what you enjoy about the show and how you'll make a difference and impress the audience.

Give them examples of your personality, for instance, how would your friends describe you?

if you

want it badly enough

you've got to make the effort

What's more, a grubby form that looks like it's been festering at the bottom of your pocket will not go down well either, so keep paw prints and creases to a bare minimum.

Really impress with a well thought out and researched cover letter. Keep this brief, yet provide ample description so that the researcher is interested but not bored.

Ultimately, the aim of the game is to make it crystal clear to the production company that you will be great entertainment, and to avoid first glance binning.

At the end of the day, if that means getting someone to check your spelling/grammar, researching the show a little, and spending extra time thinking of witty comments, then so be it!

Just follow our insider checklist

for a **WINNING FORMULA**

*3 Fame Lane,
Stardom,
ST6 7GT
UK*

*TV Researcher
Reality TV Show
London*

Dear Researcher,

- Plan the application carefully, think before you sink.
- Don't forget vital statistics: Age, Sex, Location
- Really impress by using good grammar and spelling.
- Send in a photo.
- Research the show well and say what it is you like about it.
- It may be obvious, but tell them why you want to be on their programme.
- What you hope to get out of being on TV?
- Researchers always want an audience pleaser, so say why you'd be good for the show and how you'll interest the audience.
- Give them an idea of who you are, if you're quirky, why are you quirky?
- What do your friends say about you?
- Have you got any usual hobbies, or likes/dislikes?
- Do you have an unusual or funny appearance?
- Remember that researchers receive an unprecedented amount of applications, so you've got to make them laugh.
- Give it some added extra to make you unforgettable.

Yours sincerely,

Wannabe

What do they like then?

So you know what not to do, but what's the best way of making those researchers think 'Yes! This is the one!'?

Well, according to most researchers, the best applicants are:

Those who are new to TV.

Those that have thought very carefully about what type of reality programme they want to be on, and therefore, have tailored their application to fit the ideals of the show.

And those that send in a well thought out, presentable and coherent application form.

“Strong opinions and not being afraid to air them always get results.”

Producer/Director, Wife Swap

Some like to hear from intelligent and interesting people with something to say. The more opinionated, the better, they say. And a person who can word their application well will also stand out a mile.

Funnily enough, researchers like to be sold a good character. Give them enough information to make them eager to know more, and your mobile will be dancing.

Beonscreen can get you on the **1st** series of shows

BEFORE THEY'RE ADVERTISED ON TV!

Another obvious preference is hearing about wacky, wild and wonderful obsessions, interests or looks. Researchers often need to be humoured, so they go crazy about applicants who send in some evidence of their extraordinary ways.

Perhaps you'll go to extremes to get something, to be on screen maybe? Let them know and prove it because they just love the extremists.

Remember!

Production companies enjoy a good giggle like the rest of us.

So, be careful not to sound too serious in your application and try to bring out the comic in you.

“If you can make us laugh, you can almost guarantee a call.”

Researcher



CHAPTER **2**

In this section, discover the most popular profiles on TV and read our hints and tips that will wow the judges and have you in that hall of fame in no time.



Most popular character types on TV today

Who are you?



In recent years there has been an unfolding trend in reality television.

Have you noticed that familiar character types appear on your screen again and again?

Well, that's because production companies have realised that audiences just love certain personalities.

And as their prime interest is to increase ratings, they are likely to pick popular personalities to please the audience.

What's more, if the character is against the norm, raises eyebrows and causes a stir, the media will flaunt it to the appeal of more viewers.

Discover who you are and maybe you'll be on screen!

Auditions are like interviews;
you're a bag of nerves and haven't got a clue what will impress your judges the most.
FEAR NO MORE, BEONSCREEN HAS COMPILED

10 TOP TIPS

1 do your homework

Make sure you know what type of show you're marketing yourself for, and therefore, what type of personality will best suit the judges and make for good viewing.

2 be likeable

It might be easier said than done, but if the judges like you, you'll be well on your way celeb heaven. Polish up your manners, be polite and impress. Charisma also goes a long way.

3 be opinionated

Researchers tell us that strong opinions are always a winner and those who sit on the fence never get through!

4 don't be speechless

Being dumbstruck will not appeal to producers wanting to get high ratings. You can't get stage fright live on air!

5 be yourself

You've either got it or haven't.

6 be presentable

How you look on the day is an important part of what you are judged on.

7 be a ball of excitement

Don't bore the pants off your judges. Fun, bubbly, larger than life characters are a big appeal to programme makers.

8 say something witty

Interesting and funny people will always get on TV. Give them something to remember you by.

9 emulate a celebrity, or not!

Hit me baby one more time, go all the way with make-up, costume and dance to show them your star quality.

10 listen to the experts

"The best way to ensure you get on TV is to be enthusiastic, keen and well informed about the programme"
Fabio Basone, Researcher

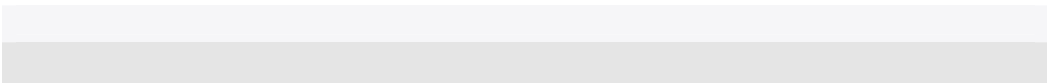
BEONSCREEN

works with all the major TV production companies
in the UK



CHAPTER **3**

Beonscreen will give you a head start in your bid to get on TV. It's like this...major UK production companies contact us, we email or text you, then through the site you send in your application with your photo and / or web site. It's never been easier.



Clearly, the first thing you should do on your journey to the small screen is register at <http://www.beonscreen.com>

Agents cost hundreds of pounds and really aren't necessary unless you're a trained actor looking for professional work.

In fact, many wannabe actors supplement their search for work by registering with us as it increases their exposure to the casting directors.

Anyway, Beonscreen will forward on your applications to production companies, and we can even attach your photo or web site for added effect.



REGISTER TODAY,
100's of shows want you!

Don't forget that if you do get on TV your face will be seen by millions, and crucially, by programme makers looking for the next star, if that's what you want!

Of course some people simply want to be on screen to win a house or have Colin and Justin redecorate their home, Kirsty find their ideal home or their chintz auctioned!

“It is said that more people in the UK
voted for Big Brother evictions
than in the recent general election”

Registering

Registering with us at Beonscreen could not be easier. You can apply to any show featured on our web site, and create your own personal profile so that you're informed via email as soon as new shows in your chosen genre are advertised.

beonscreen.com
your ticket to appearing
on television shows +
free audience tickets

What's more, you can visit beonscreen.com any time of the day or night. Discover new shows, browse all our categories, and read detailed programme descriptions, including what the researchers are looking for. This allows you to promote yourself in the best possible way in an email or phone call to the production team.

You'll also never be far from the Beonscreen team with our WAP, PDA and live chat access, which allows you to gain invaluable advice from our team. And for those who lead an even busier lifestyle then our SMS update service is the one for you. We will text you news of shows direct to your mobile as soon as we receive them.

We are also careful to log specific shows as 'urgent requirements'. This is when producers may need you to be available for filming within days!

Here at Beonscreen we believe that as long as programme makers need the public in their entertainment schedules and documentaries, we have a duty to be right here when they call, so you have the best chance of being on screen.

Naturally, some shows are top secret, which means they have to be advertised under pseudonyms so that other producers can't poach their ideas! Despite this, Beonscreen will give you any details the programme makers can release, which means you can see what's really involved before applying.

And since we generally publish more details than some TV web sites themselves, and often, more information than is given in the on-screen appeals, you are given a huge advantage over non-members.

Beonscreen member deals & discounts

There's excellent news for all you aspiring members because Beonscreen's standard lifetime membership is now free! Hurrah!

This also allows you to join beonpaper and beonlive as well. So even if you're not a budding actor, you might still have a juicy story to tell, or, want to laugh at someone else's expense as part of the audience.



**WE'LL TEXT YOU NEWS
OF SHOWS...as it comes in**

Becoming a member doesn't stop there either because Beonscreen has teamed up with Virgin wines to offer you £20 of your first case of wine.

You don't even have to have a case of the same bottle, as Virgin will pre-mix a case at your request.

It's free delivery and you don't even have to pay if your taste buds don't agree!

Members are HUGELY advantaged as we provide more information than TV websites and appeals!

As a member, Beonscreen promises to keep you up-to-date via SMS texts too. For only £1 per text you will receive instant information, so you have an even better chance of applying early on.


If you're really serious about getting on the small screen you might want to take up our offer of Gold or Platinum membership.

For as little as £19.99, our Gold members can send a priceless photo along with their applications. Your crazy, weird or drop dead looks may just win you that golden ticket!

We'll also ensure you're at the top of the search list when researchers come to Beonscreen first!

Platinum members get all this and more! Beonscreen will give you; yes **GIVE YOU**, a web site so you can create a snazzy portfolio, which we'll send along with your application for a guaranteed, lasting impression!

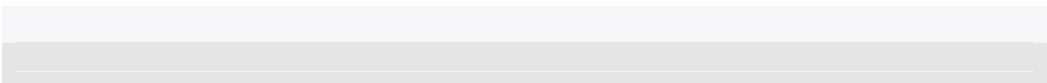
It really couldn't get any better than beonscreen.com



CHAPTER **4**

The section header features three overlapping rounded square frames in shades of purple. The word "CHAPTER" is written in a small, black, sans-serif font to the left of a large, bold, black number "4".

If you ever wondered how Beonscreen came about, then look no further than the following pages. We reveal the creation, rise and success of reality TV's only prominent web site for both researchers & contestants.



Birth of beonscreen

Two years ago, one of our Directors was working as a TV extra for various production companies when work ran dry. He had an agent, but still this eager, enthusiastic and talented young wannabe just could not get on TV. And so the idea for beonscreen.com was born; the UK's first and most successful website putting members of the public in contact with TV researchers and Producers looking to include Joe Public in their television programmes.

Before beonscreen.com came along, audiences had to apply to the shows directly, which involved hours trawling the internet to find contact addresses, or scribbling down numbers after their favourite TV programmes hoping they had a vague understanding of what the programme makers were looking for and how to 'market' themselves to the researchers at the other end of the phone!

BEONSCREEN

reality TV's only prominent website

for both RESEARCHERS & CONTESTANTS

The idea was simple, over 1 million people in the UK would love to be on TV either as a game show contestant, reality show participant, as a suffering guinea pig for Gillian McKeith's 'You are what you eat', or as participants and contestants on DIY/property programmes, or even the subjects of documentaries.

Similarly, TV researchers had to use a complex network of resources, including emailing everyone they knew to satisfy the growing need for members of the public as the thirst for reality TV snowballed into today's pervasive reality media, which sees many programmes giving members of the public their 15 minutes of fame.

Rising success of Beonscreen

All this has changed, revolutionised even, with the rise of beonscreen. We are in hourly contact with the top UK production companies, speaking to them about their current and forthcoming requirements, and the type of people they need for their shows.

Our ever growing database of people looking to get places on these television programmes is now indispensable to the television industry and most TV researchers and producers come to us as their first port of call when looking for people to populate their shows.

These days getting on TV could not be easier, all thanks to Beonscreen.

You found Beonscreen, you've registered, you've entered your profile, now you can sit and wait for emails to hit your inbox with exciting details of the latest shows.

Or, you can come and visit the site every day to see for yourself what's new and who's looking for you!

TV researchers and producers come to

BEONSCREEN

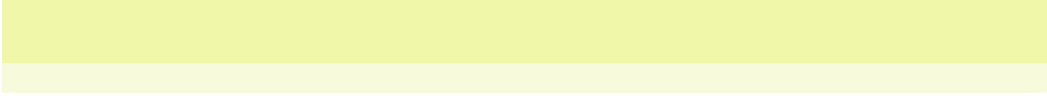
as their first port of call



We have taken on the role of TV researcher ourselves, having pitched ideas to television companies, and appeared on television / radio to promote our services.

We now consider ourselves industry experts; well versed in the art of getting on TV.

**Try our WAP site at
wap.beonscreen.com**



CHAPTER

5

Why should Beonscreen be your first and last port of call? Our users and researchers will tell you why



Testimonials from our members

Damien

Just wanted to say thanks. I was recently in Bad Lads Army on ITV. It was awesome. I got it through an e-mail you sent me. I would never have had the experience otherwise, your site is great!!

Roz

Thanks to beonscreen, I won £750 yesterday on Brain Teaser. Cool!

Kirsty

I have already applied for lots of things and have appeared on the new game show "Memory Bank" and won £300, so already my membership costs have been paid for!!

Debs

Thanks to you I have appeared on a new Sky One programme called Shock treatment. I was taken away to Essex and stayed away for a couple of days while I filmed. If it were not for Beonscreen I would never have found out about the audition. To anyone that's thinking about signing up, just do it!

Darren

Dear All at Be On Screen,
Just a quick note to say thank you very much, I have just experienced my first "Be On Screen" by going onto Ready Steady Cook, I had a ball, they looked after us like celebs. Plus I was in the last 20 for The Fit Farm. A big thank you.

Sylvia

Merry Christmas!! Just love your site. Had so many great experiences from the programmes that I've been involved with. Kind regards to everyone.

Vishal

Hi there. I would just like to say how much I have found your service helpful ... I have been on television from 2 of your advertisements and look forward to another in the near future on national television. Once again, thank you for your help.

Rachael

I'm gonna be on Ladette to Lady which is out next month! Its prime time ITV for five weeks! Had an amazing experience! As you will all see next month!

Tina

Just to let you know i was on beg steel or borrow for the BBC. It was filmed about 4 weeks ago and I won a share of the jackpot, all thanks to you guys for letting me know about the show!!!

Frances

I managed to get on "Boys and Girls" and won the 100 grand to spend in a week - spent it, and got to keep the whole lot! It was a fantastic experience and one I'll never forget - how else would I have been able to manage to take 20 of my friends for a weekend in Vegas?!

Leesa

We recently appeared on Honey I Ruined the House with Naomi Cleaver. We had a fantastic week and were more than happy with our two rooms which were "made over".

Bernie

I came across the advert for "Ten years younger" last year, applied and finally got through to the final and was chosen for the show. It was an amazing experience for me where I was treated so very well indeed, had loads of cosmetic treatment on me and spent 10 days in some lovely hotels in London. As I'm just an ordinary northern lass you can imagine how much I enjoyed it and it was all thanks to "be on screen".

Researcher reviews

Barney Addison

Just to let you know, the response we got from beonscreen.com was absolutely phenomenal, we literally had over a thousand applicants who either applied through the site or mentioned they had seen the ad on it. Thank you so much for your help it would not have worked so well without you guys!!

Abbi Smith

The immense speed and efficiency of the initial set up of my free audience tickets ad was quite unbelievable. You expect these things to take a while but within an hour I was practically mobbed with calls for bookings! Then on top of that, there was a friendly follow up call to check if I was happy with the results. At beonscreen.com they're not just doing something right, they're doing everything right. And it's really quite refreshing

Sean O'Neill

I had put an urgent last minute request for people to feature in our show and received my first application within 5 minutes. Very prompt, highly recommended.

Richard Cooke

Having needed to put together a pilot in a matter of days, I didn't have much time to find contestants. However, within minutes of posting the show on the beonscreen site, I had applications rolling in. In total, I received over 50 in two days, and easily found the type of people I was looking for. The process works very well, and the site is fast becoming the first port of call for finding contributors.

Milly Ali

I have used beonscreen.com since its launch last year on a number of productions I have worked on and found it to be an incredible success! The response from potential contestants came strong and fast and I will certainly be continuing to use it in the future

Written by Gillian McShane
Designed by Michael Pope

And finally, a word from our Legal Department ...

The authors and publisher of this book have made every attempt to provide the latest and most effective information possible. However, we offer no guarantee that you will appear on television as a result of following the advice contained within this book. In addition, we have no control whatsoever over the actions and reactions of TV show researchers and producers. Therefore we cannot accept any liability for this information in regards to the results that you might experience, adverse or otherwise. Although we believe that the techniques in this book will work due to the fact that they have worked in the past, we must make it clear that if you choose to follow the guidelines, examples, and recommendations set forth in this book, you agree to do so at your own risk. If you do not agree to assume this risk, we respectfully ask that you delete the book and do not follow any of the recommendations within.

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