

Handling the Media Package

Issues

- Has all the media interest frightened you and maybe even made you feel a bit neurotic? Maybe you don't court publicity but the press seem out to get you anyway?
- Are you famous but feel trapped - sometimes literally - in your hotel room? Do you feel that you daren't walk out for fear of being spotted, stalked or even mobbed? Do you enjoy the fame but want to lead a more normal life?

Purpose

The purpose of the Handling the Media Package is to help you to get to the point where you can cope with the inevitable media attention. You'll find ways to control which parts of yourself you share with the media. You will also learn how to relax amid media attention whenever it occurs so that you can gain some normality within your famous lifestyle.

So the next time you leave a restaurant and find yourself surrounded by photographers - all desperate to take a picture of you and your guest - you will know exactly how to deal with them without their attention invading and ruining your evening.

Results

Having worked through the Handling the Media Package you can expect to achieve the following results:

- Who are you? - you will become clear about exactly who you are: the real you behind the famous musician or singer's personality - not the one that the media wants you to be or has even possibly invented for you!

You will learn what it is you value and what it is you are striving to achieve in your life and music career so that you can hang on to your real identity when the media depict you differently.

Being this clear about yourself will bring you the confidence, power and happiness to actually be yourself - it doesn't matter what the press say about you - because you know the truth about who you are as a person and as a star!

- Taking control - you will discover what parts of your life you are prepared or happy to share with the media; and ultimately the world, and what parts of you and your life that you wish to remain private. So if you decide that you wish to keep a new and blossoming relationship - or a new musical venture - to yourself, deciding this will enable you to take some control of what is given to the media, this will enable you to relax, enjoy and be happy in whatever choices you wish to make in your music career or personal life. You won't have to worry so much about media attention.
- Getting into 'Media Mode' - you will develop strategies that help you to work with the media, how to cope with good and adverse media attention and exposure, and how to maintain the privacy and the sense of normality that you desire. These strategies will be the key to you living the life you want to lead within your famous lifestyle. So, when you are next approached by fans whilst walking down the street, you will know how to handle it and not let it get you down.

Or... if the paparazzi mob you, when you're out with friends, you can immediately get into 'media mode' and deal with it all in a calm and rational way, without it genuinely getting you down.

Structure

The Handling the Media Package consists of on average, 8 - 10 sessions of telephone coaching with each session being of approximately an hour in length. However this package will be tailor-made to meet your individual needs and can include face-to-face coaching sessions. Throughout the programme practical tasks may be given for completion in your own time.