



*Hollywood's Top Business Media Coach - Custom Video Studio - Actress - Speaker - Author*

UnleashYourStarPower.com

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### **Top 5 Hollywood Insider Secrets**

Hi, I'm Barbara Niven, and I'm excited to be your Video & Media Mentor. To compete effectively in today's business climate, you must use tools like Video Marketing, TV & Radio Interviews and Public Speaking to raise your profile and brand yourself as an Expert. That's how you're going to set yourself apart from your competition and become the go-to authority in your niche, whatever your business is. If fear or lack of skills has been holding you back, it's time to jump in!

You might be a speaker, an author, a small business owner. Or maybe you just want to create a great YouTube video that you're really proud to show off. Well, if so, that's where I can help. You see, I've been an actress in Hollywood for about 25 years and I absolutely love what I do. But my passion now is helping people just like you unleash your own Star Power!

So, even if you've never done it before, even if the thought terrifies you of actually speaking in front of a group, or to a video camera, or in a TV interview, or maybe even hosting your own radio show, I promise this is something that you can learn. And, I promise, too, that you're going to be surprised at how much fun you have! And the more you do it, the better you get.

Your image is everything! No matter how good you are at what you do, you will be judged on your performance skills and production values. In business, a poor quality image devalues your perceived value and price point for your services. That's why it's important to get video and media training BEFORE you put anything out for public scrutiny. It's one of the best investments you can make. Learn the basics once, and you're off to the races. You'll be prepared and confident about your message and your performance. And, because you will be landing more effectively on your audience, this will translate directly into business growth and sales.

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So... from now on, start thinking of yourself as the Executive Producer, Writer, Director and Star of every media opportunity and image you put forth. Learning simple professional tips and tools will help you go from looking like “Two Buck Chuck” to a million bucks!

You must learn how to handle nerves and come across like a pro in front of a camera, a microphone, and a live audience. You must hone your message and talking points, speak in sound bites, be authentic and unique, create a well-structured presentation, make a heart-to-heart connection with your audience, use your voice effectively, hook people instantly, etc., etc., etc. Whoa! Sound scary?

Don't worry, I have you covered. I've created my **Unleash Your Star Power!** system to share skills and secrets professionals use to prepare, and then deliver, a powerful performance. You'll learn exactly what to say and how to say it for any kind of presentation or media situation. You'll quickly go from insecure newbie to confident, polished Pro!

Ready to get started? Right now I'm going to teach you my Top 5 Star Power Secrets!

**Here's Tip #1. Every time you speak, put a little Show Business into your business.** Welcome to Show Business! As a performer (start thinking of yourself that way now) your purpose is to deliver an effective performance that moves your audience to a desired result, each and every time, no matter what media platform you are using.

But, don't let show business or the whole acting thing mislead you here, because it doesn't mean that it's fake. It means it's YOU revealing your most authentic, powerful self, full of passion and purpose. That's what an Oscar performance is, if you think about it. You know, Meryl Streep, when you watch her in one of her award-winning performances... you never see her acting. You see her “Truthing”. Meryl Streep moves you because she authentically plugs into her passion, goes on an internal journey, and takes us with her. Because she is moved, we are moved as an audience. That's your goal too. It's an actor's tool you need to borrow.

My mentor, Jack Barnard, breaks the process down into the **3 E's**. Educate, engage, and entertain. You have to **Educate**, of course, because you want to give them information. You have to find a way to **Engage** your audience and connect with them. But you also have to **Entertain** – which is what most speakers leave out. Every time you're giving a live presentation, doing a niche pitch at a networking event, talking to a camera lens to create a video, recording a radio show, or taping a television interview, you must be aware of how best to “entertain the troops”. That means use personal stories, keep a sense of play, and reveal emotion, vulnerability, excitement, and passion! Let people in, and let them see you! Always think “Show Business.” Otherwise, they're going to go, “Next...!”

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**Here's Tip #2, and it's a biggie. Make sure that you work with a media coach before you need it.** So, congratulations, because that's just what you're doing right now. And you're so right. Olympic athletes work with coaches, and so should you. It's vital to work with the best you can find to work out the kinks and give you that slight edge!

Ensure you are ready before you need it. Don't get caught in the media when you're not prepared because they are not very kind. This is not something you can afford to learn on the job, so don't waste an opportunity by "winging" it. Once something is on the internet, you can never get it back. Ten years from now when a potential client googles you, that poor interview you did could come back to haunt you.

I've always studied with Masters - the best in the business – so I could be my best. I learn something new each time, and it's how I've succeeded in a tough career.

The more preparation I do beforehand, the freer I can be in the actual performance. I want to know it so well that I can get out of my head and truly be in the moment!

I work out auditions ahead of time, rehearsing over and over before I get to the Casting Director's office. I want to be so well prepared that nothing can derail me, because in an audition you only get one shot. Preparation gives me confidence that the part is already mine! When I do book the job, the process continues. I work out the kinks before I get to the set, where the pressure can be even more intimidating. Borrow this mindset.

Media training will make you confident and ready for anything. You'll have your sound bites and talking points created. You'll know how to really land on your audience. Your voice will become a finely-tuned instrument to hit the back row... or to draw them in with a whisper. (I'm going to go into Vocal Power and Performance later in this audio). You'll also learn how to handle nerves and turn nerves into fuel for your performance!

Speaking of nerves, let's be honest. Performance anxiety happens to everyone. Maybe you're up in front of a group and you start thinking, "What am I supposed to do with my hands?" All of a sudden they don't even feel like they're attached to you anymore. And it gets worse until you can't walk or even stand like a normal person. Or perhaps you're in front of a video camera with the red "recording" light and you can't put a sentence together to save your life. That's why you should work with a media coach first. It's much less stressful! You'll get rid of any bad habits you might have, and learn skills and secrets to come across your professional best.

The image you project will raise or lower your perceived value. You will be judged by how you look and come across. We're such a media savvy society, that no matter how much of an expert you are in your industry, if you don't know how to present it well, you'll lose us. If you can't come across great in front of a camera lens, your insecurity and lack of skills will show, making

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you appear shifty, untrustworthy and unprofessional. The camera reads everything. Production values are important too. If you have poor quality video on the front page of your website, you look unprofessional.

But, when you work with a coach so you're ready with sound bites, talking points, a well-structured presentation, a heart-connected delivery, and confident performance skills... WOW! You'll find yourself in the zone with the audience hanging on every word! It's such a rush, and a whole different ball game. You're on your way to becoming the go-to Celebrity Expert and authority in your business!

**Tip #3 is that you must create a heart-to-heart connection with your audience.** Most speakers think they have to come from their head and impart perfect information. But it's never just about the facts. All that info is probably on your website anyway, isn't it?

Your goal is to have them connect to you in a personal way. The way to do that is not so much what you say, but how you say it. They won't care how much you know until they know how much you care. So get out of your head, and come from your heart. Make it about **them** and about what you're **giving** to them.

Think of it this way. It must always be a dialogue between you and your viewer. It's never just a monologue of you talking **at** people. You have to talk **with** people. Consider it a communion... a dance you're doing with them, even if they're not speaking back to you.

This works even if you're talking to a camera lens. Video is a very intimate medium, meaning that a person could be watching you on his computer monitor somewhere, maybe at 2 A.M. He needs to feel you are talking directly to him. The way to really reach him is to take attention off yourself and your considerations about being nervous, or "How do I look on camera?" and just make it about him. GIVE. For real.

That is how you create a heart-to-heart connection and establish trust. Be authentic and present, grounded in the moment, as you give your gift to the audience. You won't have to do a hard sell. They'll already be on your side and ready to answer your call to action... whether you want them to buy your product, your service, or your message.

The key here, and I can't stress this enough, is to make it personal – touching individuals, not a mass "target audience." That means if you're in front of an audience, delivering a speech, make eye contact with individuals. Keep checking in to make sure you are landing effectively and they are receiving your message. If not, make an adjustment.

Be open, let them see you, and let them know you see and value them. I can't understand how some people tell you to imagine the audience naked, or to stare at space somewhere above

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their head. Well, that's silly, and that's not going to be effective. How can you connect with a person unless you look into his or her eyes?

When you do connect heart-to-heart, you'll instantly feel the difference. It's magic! You can literally feel the energy change in the room. You can learn to make that magic happen even through the camera lens too! If you're doing it right, the viewer could turn the sound off and still be affected by your energy. In fact, in my classes I usually do exactly that. It's a great example of what to do and not to do.

If all this sounds complicated, I promise you it's not. It's technique. I've got easy tips and secrets I can share so you can make that all-important heart-to-heart connection with your audience or viewer... every single time.

**Tip #4 is how to handle nerves.** Let me tell you a secret. Actors get nervous too. In fact, some of those Oscar winners actually throw up before they ever go on the set! But, we just learn how to handle nerves. And we actually know secrets that can turn them into fuel for our performance. I had the honor of studying with Milton Katselas of the Beverly Hills Playhouse. I was in his master class for twelve years, and this really changed my life. And it certainly changed when it came to nerves.

Here's what he told us. Think about how and where nerves manifest themselves in your body. Maybe you get a queasy stomach, or you start sweating on your palms, or your breathing starts getting shallow, or your heart races. Well, those are also the same physical manifestations of excitement, aren't they? You're the one giving them the label – which means you have the power to change it! So... turn those nerves you're feeling into a GOOD thing, into fuel for your performance! Turn it into excitement that you get to perform! See what I mean? Shift your attitude, and say to yourself, "I can't wait to get out there!" Think about it next time nerves start to attack you. You'll be amazed at how empowering this trick is.

I've got other great tips and triggers you can use to handle nerves too, but this audio is too short to fit them in. You'll find them in my *Unleash Your Star Power! Home Study Course* or I can show you in person when you come into my studio. The main thing is, start changing your "labels" and shift into a powerful, "racehorse at the starting gate" mindset!

**The #5 top secret is your voice, and how to develop it into a powerful communication tool.**

This is something that most people don't even think about. But, everybody, whether you're in the media or just for real life, should work on their voice, at least once, with a voice coach. Why do I say that? Because not many people are born with a great set of pipes. But, you can develop your communication skills and your voice so that it really does reflect who you are and

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what you want to communicate. What does your voice say about you? And more importantly, what would you like it to say?

Here's an example. When I first started acting, one of my very first auditions was for a soap opera contract on *One Life to Live* twenty-five years ago, and they actually sent me back to New York for a screen test. But, at that point I just was a newbie actor. I hadn't even started acting class, really. So I went back and just kind of winged it the best I could. Of course, I didn't get the job, but the casting director did me a huge favor. Her name was Mari Lyn Henry, and she was head of casting for ABC Daytime. And, funny enough, I actually did get a part on *One Life to Live* twenty years later.

At the time though, that screen test was devastating for me, because they told my agent that I just didn't have Star Power. That's not exactly what an actress wants to hear, you know? But I'm telling you this because it proves that you can develop Star Power no matter who you are or where you come from. Mari Lyn also told me, "Honey, with that voice, all you're ever gonna do is play a victim." Hmm! Well, she was right too, because at that time (in girlish voice) *"This is how I used to talk. My name was even Barbie at that time. I was cute, I had long blonde hair, and I was a really nice girl. I wanted people to like me all the time."*

But, after Mari Lyn hit me upside the head with that one, I came back to Portland, Oregon where I was living and found an old radio guy to mentor me on my voice. He helped me so much, and thanks to him, I've made a lot of money from voice jobs over the last 25 years! He showed me how to develop my vocal technique, how to use my diaphragm to connect to my strength and power, and how to play with pitch colors and nuance so I'm not monotone. I learned to be authentic and still make it interesting – to take chances and "play". Now it's still me, but I'm more fun to listen to, and I have a whole vocal "orchestra" tool box to pull out whenever I need it, depending on the character and situation I need to play.

That is what I want you to start developing, too. Your voice is one of the most important instruments you own. Vocal technique is important when they can't see your face - for audio recording, as well as teleseminars, webinars, phone calls, and radio interviews.

It's also an important part of public speaking. Haven't you ever wondered how actors do it? Reach every person in the very back row without straining their voice? It's technique. As a speaker, it's vital to learn how to use your voice too, both with and without a microphone. Because inevitably, one day the sound system is going to fail! And it's going to happen when you least expect it, so be ready.

It happened to me when I was on a whirlwind tour in Michigan delivering my Eating Disorder presentation to 2,000 kids at twelve schools in a period of four days. On the third day, at the

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largest venue, as I was facing this huge audience, all of a sudden, we heard WAAAA WAAAA WAAA!!!\*(@)#! (feedback!) as the sound system went out. I stood up there waiting as the tech people tried to fix it, but – nothing. The audience started getting restless and I realized the show – and me! - had to continue without a microphone. So I did. Thank God for my training! I was still able to reach every one of those kids, way up there in the rafters. And we did make a difference that day. And if I had strained my voice and gotten hoarse or lost it entirely, we would have had to cancel the rest of the tour.

Don't let it happen to you. This is a tool you need in your toolbox too!

Here's a little exercise you can use to start developing your voice right now. We're going to use "1-2-3-4-4". (Refer to audio.) 1 being your forehead (you can point to it), 2 being your mouth, 3 being your upper chest, and 4 being your diaphragm. As we do this, I want you to point to each one, and we're going to go, (dropping your voice on each point) "One two three four four, one two three four four, one two three four four, one two three four four." You see what that feels like when you're actually connected down to your diaphragm? This is what I call your real power sweet spot. This is what I would use if I were speaking to a corporate group of CEOs, or as an actress, I would use this vocal range when playing a character who needed to convey a real sense of power, or a "bitch", which in the acting world is probably the most fun part to play. And, when you're supporting your voice from here, you can talk all day and never strain your voice and never get hoarse.

Play around with it a little bit, see how you feel differently with your voice in those different areas. And practice this, even when you're in the car, because (1-2-3-4-4) helps you get grounded. In fact, there's a little secret. I use this before I do any kind of take, or any kind of acting job. I do this (1-2-3-4-4) because it gets me grounded before I ever say my first word. It centers me. Try it! It just might work for you, too.

If you'd like to start developing your vocal technique, I have included audios titled **Voice: Power and Performance** and **Microphone Tips & Techniques** in my **Unleash Your Star Power Home Study Course**. And it's a funny thing about your voice. The more you develop and gain control over your voice as a powerful tool, the more you begin to show up as the real "you in your life." Bob Corff (voice coach to the Stars) says it really well, "Your voice is the reflection and autobiography of your soul." Pretty powerful concept, huh?

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**So that's it for my Top 5 Hollywood Insider Secrets that you can start using right now to Unleash Your Star Power in the media.**

There's so much more that I'd love to share with you too, and there are several ways I can do it.

First, let's talk Video Marketing. I'm sure you know it's the fastest way to grow your business. If you're not using it yet, trust me, your competitors are. Customers are watching videos to see who they have an affinity with before they decide who to buy from. The conversion rate is through the roof compared to written materials, or traditional TV and radio advertising. A well-produced video can up your professional image, create a personal connection with potential clients, and make you more money! It lets you compete with the big guys, and helps boost search engine rankings. But, a word of caution. Video lives forever on the Internet. And bad video is worse than no video at all. That's why media training is so important. Ensure you'll stand out for the right reason!

If you need video, I'll personally coach and direct you on camera to create dynamite videos for your website and marketing campaign. Shoot a fabulous website welcome video! Create a series of video tips to brand yourself as the expert in your niche. Promote an event or product. If you're an author, shoot a video to promote your book! I can even appear on-camera with you to create a Celebrity Interview video that will ensure producers see you as a Star! I'll guide you every step of the way. We'll strategize and start developing your video message in a pre-production phone call so that when you come in you are ready to rock!

If you can't come in, I can also coach you by phone or webcam. Come to a Video Boot Camp and go from zero to a thousand in one weekend – and walk away with professional videos!

If you need a speaker, I'd love to speak or do a workshop for your group. It's an exciting presentation as I do Hot Seat Coaching of audience members to create Instant Star Power Makeovers.

If you prefer to learn at home, check out my ***Unleash Your Star Power! Home Study Course***. It includes 8 Audio CDs of Core Fundamentals, 4 DVDs of Star Power Makeovers in Action (real case studies!), and an Action Guide to create your own personal blueprint for media success! For quick tips, check out my book ***111 Star Power Tips! Insider Secrets from a Hollywood Pro!***

If you're like most of my clients, you'll experience powerful shifts and transformation as you discover and step into your unique, personal power – maybe for the first time. In the process, you'll be learning how to be your own producer, writer, director, and star of every media opportunity going forward.



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These new skills translate to everything: radio, TV, webinars, seminars, public speaking, even meetings and networking events. Every time you speak, you'll have confidence that you're coming across as a Pro!

So if lack of skills or confidence has been holding you back, it's time to fix it! Get ready to Unleash YOUR Star Power!

Wishing you all the best!

Barbara

## Barbara Niven

### Bio

*Hollywood's Top Business Media Coach – Actress – Speaker – Best-Selling Author*

Barbara Niven is one of Hollywood's busiest actresses. She has appeared in over 100 film and TV roles, and 2500 TV & radio commercials. You've seen her on Lifetime, Hallmark, NCIS, Cold Case and One Life to Live, and she was elected to and served on the National Board of Directors for the Screen Actors Guild. She is also in demand as a Media Trainer, Business Presentation Coach, Speaker, and Best-Selling author.

Barbara created ***Unleash Your Star Power!™*** as a means to share her professional skills and unique talents with others. From her studio in Los Angeles, she offers custom video production services, one-on-one coaching, Group Video Boot Camps, and is available for speaking engagements. Her clients include business owners, CEOs, entrepreneurs, speakers, authors, and anyone who seeks to hone their message, makeover their professional image, and become the leading authority in their field.

Now it's easy to Unleash Your Star Power at home too with the ***Unleash Your Star Power!™ Home Study Course***. You'll find everything needed to excel in Videos, On-Camera Interviews, Radio & Live Presentations. Discover easy, insider skills and secrets to prepare and perform like a Pro every time! Learn exactly what to say and how to say it, how to handle nerves, shine in radio & TV interviews, speak in sound bites, create your message and talking points, hook your audience, develop your voice, use camera and microphone equipment, create Press Kits Materials, and much more. It includes *Star Power Core Fundamentals* (8 CDs), *Star Power Makeovers in Action!* (4 DVDs), *Your Personal Blueprint to Media Success* Action Guide, a fail-safe "fill-in-the-blanks" Presentation Template, and her book, ***"111 Star Power Tips: Insider Secrets From a Hollywood Pro."***

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