

# How To Get Paid For Watching TV

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## How To Get Paid For Watching TV

Earning money while viewing your favorite shows!

### BEING SELF-MOTIVATED!

This booklet is intended to introduce you to a variety of ideas that can give you the opportunity to earn money while sitting in front of your television. While it may sound like a gimmick, there are very real possibilities to generate dollars--if you are willing to give it a try!

It's not necessarily easy work. There's a lot of effort required to get your operation up and running. But dedication to the task and motivation towards the end goal of being in business for yourself should provide substantial impetus for you to launch this project.

It often comes down to using time wisely and if you like to watch television, why not look for ways to do what you enjoy and make a few dollars at the same time? There are numerous chances in this world to work in a field you enjoy - and be successful at it! All it takes is a bit of determination, being well-organized and believing in yourself.

Most people have the ability to make a business of their own work. But for various reasons they don't try or they make the attempt, but believe they are going to fail. Very often, they fulfill their own self-prophecy. They choose to listen to the negative influences--all the reasons why the business would fail instead of all the arguments as to why it can succeed.

There's no reason why any business you try shouldn't be successful. But the belief in yourself must overshadow the things that can and will go wrong. By focusing on the things you do right and building on them, your business can provide you with the kind of income you want while letting you maintain the freedom of being your own boss.

It all comes down to having the right attitude. If you truly feel your business can be a smashing success, it will be! Because you'll be looking for the ideas that work well for the business, discard the ones that aren't working and essentially try to understand the formula for success.

Many of us are afraid to fail and thus never attempt the jobs we really would like to perform. It often seems too unbelievable to be able to work and make a living at

some-thing we enjoy. Work isn't supposed to be enjoyable, is it? We're meant to toil and labor for a few hours a day and then take home a paycheck to spend on the things we like doing. Isn't that right?

Well, if it were, there would be a lot more miserable people out in the world today. But the truth is a lot of Americans are doing something they love and earning a living at it. Why not you?

You think that it's too late? That you can't really leave your regular job because you need the paycheck to pay your bills? That's O.K.--for now. You can start your own business part-time and work at it, trying to perfect it, seeing if it earns any money first before making the decision to go full-time with it.

All you have to do is determine how many hours you want to work at your new "-side" business to start and plan accordingly. Don't try and overdo. Simply work hard and smart in the few hours you've allotted. This way you can test it out, see if the business has the kind of potential you believe. If it does, you can gradually work more hours in it until your income is well past what you made before.

The difference is--now you're doing something you love.

Change is difficult for most--don't feel bad! But if you'd really like to work at something you enjoy, if you really want to be your own boss and run your own business, if you really want to make money and feel like work is fun again, then don't hesitate any longer! Change is necessary, but it's only you that can effect the change.

It will mean altering your routine, changing your habits, working long hours initially. But if it has the power to change your life for the better, this work will be worth all the time, sweat and effort you put in to make it work. And it will work! You have to believe in that--and believe in yourself before you start.

How many times have you watched sports and heard an announcer say, "this team controls its own destiny"? What they mean, of course, is that the team can produce the results it wants simply by doing the job themselves. They don't need to depend on any-one else for help. The entire outcome is in their hands--to win or lose.

So it is with you. The ultimate success, the final destiny of your business rides with your ability and talent and, more importantly, motivation to succeed. You control

it, no one else, and it's you who will benefit directly from your efforts.

So, start believing in yourself and read on. A Chance to make money while watching television awaits.

## OVERVIEW OF THE TELEVISION SCENE

Television pounced upon the scene during one of the worst economic periods in our country's history--the Great Depression. As a result, T.V.'s introduction to a potential viewing public went largely unnoticed. People had more than enough to do trying to provide for their families.

Despite that timing, a few people had a chance to view the future. That's exactly what they thought TV was, but even they could not have dreamed of the successful industry television has become. With the advent of cable television, there are dozens of stations now competing for the viewer and showing an extraordinary range of programming from week to week.

Early on, there was only one station. NBC (The National Broadcasting Company) was the first to broadcast programs a few hours a week on the television set. It's hard to imagine TV today on such a limited basis, but every industry has to start somewhere. Within a couple of years, there were a number of stations joining NBC and programming was expanded.

World War II provided a minor interruption to service since the government had to place a restriction on broadcasting. But this only had the industry working hard behind the scenes, ready for the day when the moratorium was lifted. After the war ended in 1945, the restrictions were repealed and the dawn of a new media era was beginning.

Television flourished in the fifties and new programming was the rage of the industry. Each year many of us looked forward to the introduction of new shows to watch along with our favorites, held over from the previous programming year. Family gatherings around the TV set were common as more and more households obtained one.

Today, nearly 100 million households have a television set or two, not to mention a video cassette recorder (VCR), all to keep up with the latest offerings from a seemingly infinite number of channels. Satellite dishes have expanded viewing capability well past our

normal limits.

What does this mean to you? Simply put, here are your dollar-making opportunities. The television industry is so large, yet it is experiencing its most dramatic growth ever, thanks to the expanding cable television market. With growth come needs; needs you could fulfill. If you watch TV a lot, and enjoy it, this chance is for you.

These opportunities are unlimited and it doesn't matter where you reside or how far you progressed in school. No matter where you live, there is a cable television company with the ability to hook a television up to its service. Cable is ready, willing and expanding--and its profits show it. The government has recently focused on this industry simply because of the outrageous amounts of money it seems to be making. With cable advertising income closing in on the \$4 billion dollar mark, this is an industry that hides no longer.

In fact, it has been shown that cable TV watchers tend to buy more goods and services than non-cable TV subscribers. Thus, companies are clamoring to get their advertising pitch out to these viewers, hoping for the best. It's not just the Home Shopping Network that's doing well, but advertisers on all shows who are benefiting from this marketing boom. People that can afford cable television monthly rates are the ones who tend to consume more products anyway--and businesses know this.

This booklet will introduce you to several opportunities in the expanding television market. But it will be important for you to understand what you're seeing on television. Watch the commercials on any network. See if there is any pattern, any trend to what's being sold--and how. Take notes and see what you've learned from this viewing. Who are the ads directed at? Are they visual? Talky? Funny? Serious? What are the products being sold most often? Does it vary by time slot? You can make a reference chart for yourself as you digest and interpret this information.

Your understanding of what's going on can mean the difference between success--or not. Your ability to understand viewing patterns and what works for advertisers will help you establish yourself as someone with credentials to give advice on television advertising.

Television is a very innovative medium. Those in the industry are always on the watch for individuals who possess this trait of coming up with new ideas and concepts

for those that push their wares on television. And all it takes is the time to watch your television--all channels, different times, different days (weekend vs. Weekday) and then analyzing your data to make inferences about what works well and what doesn't.

The remainder of this booklet shows you where some of the opportunities are in this exciting medium. Good luck!

## WORKING IN ADVERTISING -- WITH LOCAL BUSINESSES

Your job now is to watch TV!

That's right--turn on the set and get to work! It's time to get your new business off the ground.

Starting with local companies may be a good way to begin your career in the tele-vision industry. More specifically, your first job will be to watch commercials. And, perhaps, listen to your local radio stations to monitor their advertising, too.

Begin by making a list. When you see or hear a commercial, write down the local company doing the advertising. Radio stations with commercials are easy to find. So are television stations. Concentrate on your local TV stations for now. That's where you'll find a lot of your local advertising going on. However, don't overlook some of the cable channels who may also introduce local advertising, especially during the day.

It will become clear early on that the local television advertising market will be dominated by just a few companies. List them.

Then begin to watch their commercials more carefully. What time of day are they running? How long are the ads? What age audience are they aiming at? Do you like the commercial? Are there any mistakes in it? Record all of this information.

Begin to draw up a large notebook of your impressions along with specific data about when the ad ran and for how long. Amazingly, local companies contract for a certain number of ads running for a certain length, at a particular time of day, yet they are unable to monitor whether the ad ran or not. You may also notice that the ads are time-sensitive, such as advertising a sale for a certain time period. If the ad is run after the sale is over, it's a waste of time and money for the company, yet they may never hear about it from anyone.