

Title:

What *Queer Eye* Can Teach You About The Media

Word Count:

538

Summary:

1. Show your passion.

The Queer Eye Boys are into what they do. You can tell. Their show has such a different feeling

It's like all this new veneered...

Keywords:

media, media coaching, marketing, publicity, PR

Article Body:

1. Show your passion.

The Queer Eye Boys are into what they do. You can tell. Their show has such a different feeling

It's like all this new veneered furniture with one thin layer of real wood masking pressboard plywood. Yuk. Are you telling me you can't tell the difference between what is solid and what

2. Be cheeky.

When Carson, the head Queer Eye guy says, *Is it hot in here or is it just you?* and then almost

3. Give good tips.

After each segment the boys give their take-home tips. These are little gems that help you remember

4. Show tangible visible results.

Visible transformations make audiences swoon. Can you do a before and after? In one show the * helped a balding man who was married to his toupee give it up. His wife and his kids hadn't seen

5. Have fun.

What makes Queer Eye so great is that everyone has such a grand time. What good is all the publicity

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