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Want Free Publicity? Get Some TV Talk Show Performance Tips from the Seinfeld Show Acting Coach

Acting coach Judy Kerr was the on-set dialogue coach for the "Seinfeld" TV Show. She is the author of "Acting is Everything: An Actor's Guidebook for a Successful Career in Los Angeles." The book is now in its 11th edition and is one of the most respected books on the business of acting.

In addition to her work with the Seinfeld cast, she has coached numerous people to help them sell things on TV and to be more entertaining while being interviewed on talk shows. She offers some great advice for giving a sizzling performance on TV talk shows:

1. If you can tell a great story, you'll really do well, according to Kerr. She advises practicing story telling with friends to get their feedback.
2. Be succinct with your message. "Get to the point quickly," Kerr advises. "Assume the listener knows a lot about the subject, so you don't have to give them every little detail, unless you have a great joke to tell them that is entertaining and part of the message."
3. Know in advance the stories you want to tell and the messages you want to give the audience. Bigger shows make this easier because they have a talent coordinator. This person will interview you in order to get to know you. This can make it easier on the host and makes the show go a lot smoother. On smaller shows, you will probably want to give the host and producer a list of questions in advance.
4. Write out your stories and messages ahead of time. Kerr advises that you keep them short and to the point. If you are trying to sell a new product, make sure to tell people all of the things it can do, according to Kerr.
5. If you become aware that the camera is doing a shot of just you, and that the audience is watching, remember that you are really talking to the host. You want to engage that person as much as you can.
6. There may be times when you want to talk into the camera. When you do, imagine that you are talking to one person in their living room. You might also imagine that it is someone who cares for you a lot, like one of your parents or a close friend. Pick someone who does not judge you.

Danek S. Kaus is the author of "You Can Be Famous! Insider Secrets to Getting Free Publicity. You can see more ways to [Get Free Publicity](#) and [See his book](#) He is a veteran journalist and publicist. Grab a totally unique version of this article from the Uber [Article Directory](#)

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