



## Is Reality TV a Good Fit for You?

Ellen Rohr and [Sheila Conlin](#)

**Ellen:** Greetings, it's Ellen Rohr, The Plumber's Wife, Business Makeover Expert and today we're continuing on with our journey of Business Makeover 2014. Today is the day to stop, think about what you really want and take strides in that direction. Our experts are here to help. I've been so inspired by the different experts we've had everyday and Sheila is not only one of my great friends, she is the expert when it comes to reality TV.

Reality TV is it for you? Let's find out. That's what we're going to discuss as we launch into Business Makeover 2014. Sheila Conlin is our expert today. Sheila's a leading figure in reality television, as casting director for numerous long running primetime programs, Conlin keeps the pulse on network needs and a firm grasp on viewership trends.

Sheila understands the recipe for a successful program in this genre. In fact, she is the expert and we'll find out more about that as we visit. Sheila, welcome to the call.

**Sheila:** Hello Ellen.

**Ellen:** I'm so excited to have you here, you are just a rock star and this is a fun topic. One of the things I realized as I am building my business is that I want people on this planet to discover the freedom of a business of their own, and I want to share this information with as many people as possible. That's when it dawned on me that the biggest megaphone out there is television.

Some of our listeners today will be wondering that same thing, is television an appropriate vehicle for me? Is this a way for me to get my experience and information out to as many people as possible? I couldn't have picked a better person on this topic, because you're the woman when it comes to reality TV.

Now, before we dive into the content as far as, is reality TV great for you, share with us as a business owner, some of the makeover moments that you've had in your life. **How did you come to be an expert in this field?**

**Sheila:** That's a very good question. This basically was a business before it was a business. It's interesting how I became an expert in this business. I have a background of sales and marketing and then I transitioned into tour manager for a well-known comedian, Ms. Phyllis Diller.

**Ellen:** That's so awesome that that's part of your history.

**Sheila:** Yes, she was amazing, and then I transitioned from there into becoming a talent agent, representing musicians and comedians. From there I was able to go into the TV world and started producing what are called 'clip shows or variety shows' and then suddenly, the evolution was happening. Turns out it was reality TV. I've been in this business now for the last 15 years and

I've been responsible for some shows you might know, such as Kitchen Nightmares, Nanny 9-1-1, Paradise Hotel and of course, Hell's Kitchen, which we just finished shooting season 14. I'm so happy, grateful and proud to be part of the team, those responsible for making Gordon Ramsey a household name.

**Ellen:** Yeah and just an aside, you've told me he's a really great guy.

**Sheila:** He's a fantastic guy. I love working with him. He's a riot and there's never a dull moment.

**Ellen:** One of the things that we wonder as we look at reality TV is how real is it and we'll dig into this during our conversation today, but it's nice when you hear that someone who appears on the TV screen, you want them to be a really nice person off camera as well, so I love hearing that about someone like Chef Ramsey. So he's not as tough a guy as he appears to be, is that right? So, **is Chef Ramsey someone who is who he is on and off camera?**

**Sheila:** He's tough, there's no doubt about it. His bar is very high, which has to be. He is definitely authentic. On Hell's Kitchen, that's the real deal, the authentic Gordon Ramsey, because he is a career changer. He was a soccer player turned chef. He built his brand and his business, Michelin rated and the bar is high in the kitchen. These people that are competing against each other in the kitchen, they're working with food and the ultimate prize is to be able to be an executive chef, run a restaurant and elevate their status as a chef. If you don't do it properly you can actually kill someone. He is tough on them and that's truly who he is in the kitchen.

**Ellen:** Let's jump into you as a businesswoman for a minute. When you were working for other people and learning to develop shows; **was there an entrepreneurial seizure, that moment where you think I should start a business of my own?** Tell us your breakthrough makeover moment.

**Sheila:** When I started in reality TV, I had the privilege and honor to work with some really great people and it was the very beginning stages of it, so of course we were all transitioning into reality TV. I was working for a couple different companies, it was still all freelance at the time, but when you're working with a company you're pretty much there and focusing on all their shows, their development and the production of it.

I started noticing that there was a niche here about finding real people, basically ordinary people, that would have an opportunity to do extraordinary things. The beginning of reality was all about competition and I was asked several times hey, how can we find real people who will want to compete or do these types of shows, fall in love, lose weight, etc? With my experience, as being a talent agent, I thought I can figure this out so I basically started the system and structure for finding real people to be on these shows.

I was doing it and working. My systems and structures are the same as what's being used today, but I realized I'm doing this and working for someone else. So I thought, I should go off on my own, start my own business and I can work for more than one production and therefore increase my income. Now, when you're in a niche business, my specialty was finding people, so I could do it on a much larger level, which would also help with my cash flow and how I budget, so I could do three to six shows at a time, I didn't have to work on just one.

**Ellen:** Let me underline something that's important there. You realized that you had systems and procedures and when you understand that then you know you can replicate it, scale it and this is really what allowed you to think I can go off on my own and do this because I know how to do it in a way that I can consistently deliver good results. That's no small thing.

**Sheila:** Right, that was true and I was pretty much the only one doing it in the beginning until I saw all of a sudden that there were more shows being bought and developed. I was getting called mainly by the networks, because of the success I had on the first few shows that were on the air. That was one big turning point that I think was very entrepreneurial without me even knowing it. I pretty much reacted to a situation that was happening and the other thing was what was going on in my personal life.

I had a child who was born in 1990, who's 14 now and when he was little I was driving from the west side to the valley here in LA, spending two hours on the road in traffic, going and coming and I would be in tears half the time getting home thinking I would never be able to see my child. How am I going to raise him? This is really difficult and that was also a turning point for to go I need to be closer to home. I need to have things more on my terms. I do my job 100%. I'll get the job done. It's phone and computer work. Yes it is in person and you have to manage a staff, but I needed to be closer to home.

**Ellen:** That has been a theme throughout all these expert interviews, Sheila, how many times being a parent or realizing you had to care for a family member which would impact your next career decision. It's neat that you could see that and that you could make a business work and pull it off as a mom. I know we fail everyday on that but it's cool you chose to make that decision.

**Sheila:** Yes, and I also say when people talk about balance, in this industry I basically say there is no balance. You can have it all but you can't have it all at the same time. There is a lot of give and take and compromise so you have to do the best you can. If I wouldn't have done what I did in starting my business at that time, I probably wouldn't be here today.

**Ellen:** So you made that decision and you've had some sleepless nights as far as how am I going to make payroll? You can relate to some of the things our audience is dealing with today.

**Sheila:** Absolutely. Where's the next gig? How am I going to do all this stuff? How can I juggle it? Also, it's the struggles of training and managing people. It's very difficult to keep people motivated and make sure they're doing the right job. At one point, in the beginning, I was doing everything from creating the budgets to doing the creative and the interviews. I was wearing all the hats until I was able to train people and trust them to do some of these other positions. So yeah, definitely a lot of sleepless nights.

**Ellen:** Those are the same things we've been talking about in many of our expert interviews, so it's cool that we see no matter what the industry, we have some things that we share and that are consistently available to us to help us get better. I love that you use systems. I love that you use checklists and you help train people on procedures. That's how you've been able to grow your business, no doubt.

**Sheila:** Absolutely.

**Ellen:** Talk to us now about reality TV. **What do we mean by reality TV? Is it real?** We talked about Chef Ramsey a little and it's cool to think he's cool off camera and on, but what does it mean with reality TV? Give us an overview of what it means and maybe we can dig into some of the advantages of it.

**Sheila:** Reality TV is basically portraying people in an unscripted situation. TV as we all know it from years ago, requires a script, it's actors involved and it's telling a story so we're being entertained. Reality TV is more about watching people do what they do and following their story or message, their business or following them in a competition-based situation. Are they going to

win or transform? Are they going to find love? It's really reality, meaning real life situations and we document it as it goes on.

**Ellen: So, what are the components required for great reality TV?** Maybe we can dig into how it would apply to various businesses. Let's talk in general about what the components are that make a great reality TV show.

**Sheila:** For a great reality TV show, first of all it has to be relatable. Relatable is a big word. Relatable, meaning oh wow I could do that or oh wow, I would love to do that or oh wow, I would never do that but I love watching that person try and do that. So it's at least touching something. It's making a personal connection.

**Ellen:** One of my favorite shows is 'Chopped' and I don't cook, but the creative aspect of it, like how they do that, how do they handle the stress, how do they come up with the ideas, makes it really compelling television.

**Sheila:** It's true and reality TV is also what we used to call, it's like watching a train wreck. You're going is it going to happen? Are they going to come out on top or are they going to crash and burn? It's like you don't know what's going to happen, so a successful reality TV show has to give those climactic moments to build up the arc, if you will. Are they going to reach the goal? Are they going to accomplish the task? What are their struggles, joyous or painful, whatever it may be along the way?

**Ellen:** Okay, so it has to be relatable and there has to be some climactic arc. We're going from here to there, are they going to make it?

**Sheila:** Right, because there are all different types of concepts and formats in reality TV, but I think the main component is about watching the people that are on the show. You can have the best format and best idea, but if you don't have the right people participating in it or that it's about, that concept or format really means nothing.

**Ellen:** That's why casting is so important. **Though, you're involved in all aspects of reality TV, would you say your particular gift is for casting?**

**Sheila:** That is my specialty, absolutely number one. I come from a producing background before reality, so I understand how that works. My specialty, when this genre hit is and was casting and finding the right people. Are these the right people for this type of show? Making sure I walked that fine line. I'm an advocate for the people that we put on the TV show, hold their hand through the process, but really making sure this is a right fit for them, because they need to perform, and when I say perform, they have to be able to be on that show, uninhibited, lay it on the line and put everything out there.

If they feel pain, need to cry or if they're sad or happy, we want to see that wide range of emotion that they have to give. If it's not a right fit for that person then you won't see that and it won't be authentic. The other portion is that I have to make sure my production company gets what they need. Again, making sure that's more going back to the systems and structures. Is all the paperwork in order? Is this person going to show up? Are they going to be everything that we think they are? Making sure that everything is buttoned up and ready to go.

Then for the network, I have to make sure that their ultimate vision is met so that they have the dream cast that fits the show that was created, that they wanted to put on their network and spend all this money to let everyone see.

**Ellen:** And that people are actually going to watch, because unless their viewership it won't be a success, because the connection with advertising dollars and everything else, it has to be watchable and it has to sell. So these components are there, let's talk now about shows that are successful and why they're successful. Let's give an example. One of the reality TV stars out there is Bethenny, from the Real Housewives.

Of all those housewives that are on those reality TV shows, whether or not you like the show, Bethenny has some interesting lessons to teach, because she has been able to leverage this opportunity into a \$100 million dollar plus business and an empire that keeps growing. **What happened with Bethenny, why is she a breakout reality star?**

**Sheila:** I think Bethenny used the Real Housewives TV show as a platform for her business. She had an agenda. She was a former natural food's chef and she also had tried her hand at acting. She definitely knew the place for her is on TV to be able to push her brand. While she was figuring out her brand she took the opportunity to go on Real Housewives.

It's interesting, because she had a different agenda than some of the other housewives because she wasn't really a housewife. She was living in the zip code they were filming in, but they followed what she was doing with her business. She was being an entrepreneur, which created lots of interest and people going wow, she's trying to get her product out there, her food and all that good stuff. Then eventually, with enough eyeballs on her, she got enough attention to people that said hey, there's something here and we can turn this into something.

**Ellen:** This is the important lesson, is that she had an agenda. She went to reality TV with an agenda that I could get eyeballed on my brand, my business and I bet I could leverage that into success for my business.

**Sheila:** Oh yeah, I think she was on The Apprentice first, which gave her credibility as a businesswoman. Then she transferred to Real Housewives of New York City. Now she has her own talk show.

**Ellen:** And in the meantime, she has the Skinny Girl Margarita, right the Skinny Girl brand which she sold for... ? US Magazine says she now has over a \$100 million dollar empire as a result of leveraging it with reality TV. I bring her up because if I were listening to this interview specifically, I would want to know what the point is. It's one point if you're a hambone and you think you might be cute in front of the camera. **Is there a way that reality TV could really help me build my business?**

**Sheila:** I think that's the big question. You have to really look at what your business is.

- What components do you have that would be a right fit for you and your business with reality TV? We have to look at what the product is that you have.
- What's your message?
- What's your passion?
- Who are the players involved?
- What's your story?
- And I always say, within the story, what's your struggle?
- What was your struggle?
- Where did you come from?
- Where are you trying to take this?
- Where are you now?

If you have the key ingredients, all those ingredients and it becomes that perfect storm, then reality TV could be a right fit for you.

**Ellen:** Let's look at another very controversial reality TV show, Duck Dynasty. These guys, pictures are starting to appear that they weren't always the long bearded camo jacket wearing duck hunters that they appear to be on the show, they've really embraced those characters. The show has become super popular and they started as successful duck call manufacturers, which they still are, and they've been able to leverage their merchandising and products.

This Christmas season the Duck Dynasty people were everywhere. Talk to me about what's real and what's not real. I know a show like that sometimes what we see is not always what they appear to be.

**Sheila:** It's a little hard for me to talk to it 100% because I don't do that show, but here's a situation where it was a family business. It's an interesting product. The cast of characters were all unique individuals and as a family business, as we all know, those are some of the most difficult businesses to run because it is your family. Therefore, interpersonal dynamics come into play with conflict and agreeing and not agreeing and all that stuff in running the business.

So, they have the unique product and their message was something different that no one had really seen. Here they are, people who are running a multi-million dollar business and they're wearing t-shirts and they have long hair and beards, that's just not typical as we know it. So to be able to put that on TV is what I call 'fish out of water'. It's like wow these guys are running a multi-million dollar business. It's family operated and you wouldn't guess it if you met them on the street.

**Ellen:** As you approach reality TV, it seems to me that they have tried to maintain who they are, in terms of their personal values. Now, their values are controversial and not everybody shares them. **Is this good for reality TV? Is it a problem?** When it comes to reality TV, these guys have been put under the spotlight and some people love them more some people hate them, as a result of their recent events in the GQ article. **When you put yourself out there with reality TV, what can you expect, what's off limits and what are you calling onto yourself in terms of that spotlight?**

**Sheila:** I think number one, again using the word authentic, which I hate using all the time but it's true and I think Duck Dynasty is a good example of that. You have to be who you are. I think you hit success when you do have controversy, when some people love you and some people disagree with you or don't like you. That means people are talking about you and once people are talking about you, whether they like you or not, that means there's buzz, stuff happening and that can only be good for your brand and your business.

**Ellen:** So, when it comes to reality TV... let's transition a little into how to determine if reality TV is right for you and then we can talk about whether it's an option for you, because not everyone gets their own television show. **Is it right for you?** If you're going to consider going into this genre, you want the megaphone. You want to share your story, your struggle, your business, your message in a broadcast big way. **What are some of the things that you have to bring to the table?** Let's take inventory of what's required of you to be a reality star. **What are you looking for?**

**Sheila:** First, if we're talking about a business and wanting to move into this area, you really have to be comfortable with laying it all out there, putting everything out on the line and being okay with being scrutinized. Like we said, people are either going to love you or hate you, but it shouldn't matter. You have to know that your product is unique and interesting.

With Duck Dynasty their product is very unique, but how much do we really get into how interesting it is? The message here is it's a family business that they've turned into a huge success. That's something to follow and people want to see. I think the other thing in your business and what you want to look for is; what was the passion for you doing your business? If you're running a company and you're just going to work 9 to 5 or putting in the long hours that makes it work, yet there's nothing dynamic going on, any struggles, the ups and downs that are interesting to watch or to follow, or if your heart isn't in it and you're just doing it for the money and success, that's not going to work for the audience.

It has to be something that you embrace. Duck Dynasty people embraced it and they wear it. They look the part of people that created their product. I think that shows the real passion of who they are and where they come from and they didn't stray away from that.

The players, your characters, the people that are working for and with you. Then there's your story, why did you create your product or what is your product or service? Why does that mean so much to you and why are you the best? I think that's the other thing, you need to be the best of the best of what you do; otherwise, why are we going to look? Why do we care?

**Ellen:** So even if it comes to making moonshine, these guys know how to make moonshine, so we're going to get that piece to the puzzle. They are moonshine experts, at the very least, and then if they have some personality or story to tell then we may be engaged, but it is required that you be an expert in your field. That's a really good point.

**Sheila:** You really do, and if you're not the actual expert at that, maybe it's the people you've hired to be the certain experts but you're the one running the operation. There is some play within that area but we really have to look at, we love to see the reason why certain people are successful. It's because it's their brand with their name on it and they're known for what they did.

**Ellen:** What about keeping things private? I might be a great candidate for a reality TV show, everything that Sheila's mentioning, I think we've got going on at our company but I don't want them to know about what's happening at home or about some of the challenges that we've had, maybe a lawsuit, something in the closet that you don't want to get out. **Is everything fair game or can you put boundaries around certain areas of your life?**

**Sheila:** Basically, if you want to venture into the world of reality TV you have to understand that there are no boundaries. You really can't. For example, if you're looking at Brad Pitt or Angelina Jolie, that's part of the deal with being famous or on air or in front of the public eye. You are putting yourself out there and you're fair game. People are going to find out about you or know about this. The neighbor down the street is going to know if you're in a divorce or had some issues. People will start talking about that. You cannot hide anything.

Now, will producers want to pursue a lot of those things? No. Most of the time we don't want to get into the stuff that's not very interesting or passed legal issues or litigation and things like that. They're more into what's happening right now and where you're going, but you do have to be prepared. You're open game and you have to be honest about everything.

**Ellen:** So that's what you're looking for in terms of the journey and transformation, is someone who is willing to be transparent with their life. Not necessarily to dig up the dirt from when they were five years old, but number one, I think you're being square with people, Sheila. If that's the path you want to choose then be prepared that the more successful you are the more likely that neighbor down the street is to come up with, she used to be mean to her brother when she was five years old or whatever.

**Sheila:** Yeah, it could be anything. You just have to be prepared for that. You weigh out what the benefits are and I think that's the other thing that I look at when people call to talk to me about a show. Like, everyone says my family should be on TV or we have the best this and that and I have to really say but... are you willing to air your dirty laundry out on TV? You have to there are no boundaries.

**Ellen:** I think as you consider this for yourself, if you are uninhibited, if you're a big personality, if getting your message out there is worth it to you to take that kind of risk than you might want to proceed. **Is that a fair assessment?**

**Sheila:** Absolutely! I think when you say big personality, a lot of people tend to think they can put forth this event, but it has to be you and it has to be natural. One of my big markers when I'm interviewing people, whether it's to be a cast member or contestant on a show or a follow duck series like Duck Dynasty, is if I ask you one question in that interview and you go off and start talking telling me your entire life story, then I know that this person isn't afraid to talk. If I have to try and extrapolate every little thought, emotion or feeling from you during that interview process, it's probably not going to happen.

**Ellen:** So you have to be someone whose heart is on your sleeve and you're willing to share. Now let's talk about the journey. Say you're listening in and so far so good, that is me, you're describing me. What would I need to do to take it to the next level? If one of our listeners said, okay what's next? Describe for us what the process of becoming a reality TV star is. We know, of course, there's no guarantee and there's a certain amount of luck and serendipitous and even divine intervention, but **what's the basic process?**

**Sheila:** The basic process starts with doing your homework first. Treat reality TV as reality. Look at what's on TV. Look at what opportunities are out there. Do you belong on American Idol? Do you belong on Hell's Kitchen or on A&E or Bravo with your own follow duck series or are you an HGTV fit because you're a do-it-yourself home fixer-upper or an expert in that area? Do your homework of knowing what your market is and where you fit, and you can start applying.

**Ellen: Do you go online using Google and apply for reality TV shows on HGTV?**

**Sheila:** Yes, you can definitely do that and see what HGTV is casting for. You can see what FOX is casting for. You can see what Bravo is casting for. Look at what the requirements are. If you don't want to run your own restaurant one day and become elevated and known in the culinary world as a chef, then don't apply for Hell's Kitchen, because you aren't going to get on. You have to have the passion for it.

Do your homework and figure out what's out there that fits your needs and where you want to go. Then you can get a hold of the person who's casting for that show. Let's say you don't think there's one particular show that's specific for you, but the show should be created about you, your business or your family. Then basically, you have to look for someone like me.

**Ellen:** At [ConlinCompany.com](http://ConlinCompany.com).

**Sheila:** I don't think there's anybody like me. I'm trying to be humble about that. There's only one me.

**Ellen:** Lay claim to it.



**Sheila:** You have to get in front of somebody who will know if you have what it takes or not to make that work. We don't just pick anybody from nowhere, there has to be credibility, reputation and respect. You have to have something to be able to be the platform to jump off of.

**Ellen:** So there are two basic directions you could go here.

1. One is to apply for a show that's casting. You can find that at the [ConlinCompany.com](http://ConlinCompany.com) or go to the different networks and see what they're casting for.
2. Two, you can also pitch a concept to someone who has the wherewithal, the connections to make a show happen.

**Sheila:** Exactly.

**Ellen:** What is a big mistake that people make when they get fired up pitching their idea, what would you say you definitely wouldn't want to do in this process?

**Sheila:** Here is an interesting thing. I think you really need to go after the experts that do this. That's something I've setup. I'm grateful and privileged to be in this position. I get to do this for a living every day and I love it. It's about people, for me. So you need to connect with the person who's going to give you the straight scoop on what's going on.

There are a lot of people out there that think they can create a reality show, have access into a reality show but this business is like any other business, it's very tight knit, based on reputation and it's based on a performance, like the last show you did. It's a base on trust. So, you really need to be with the people that know what they're doing.

**Ellen:** So be careful not to pony up \$20k to a solicitation from a Facebook post for someone who promises to make you a reality TV star. For instance, like that would be a mistake?

**Sheila:** I don't think you should ever pay anybody to do something like that. There are certain things and tips that can be done. I know we all look for right now and it's like something on tape. It's great to have footage of your business or you doing something with some action. Those are all things that I usually, when I'm consulting with someone and prepping them to see if they're right. I usually ask them to show me some tapes.

You have to be professional. What is your product? What is your website? Who are you? What is your message? Is it real? I can't sit here and try to pull that out of you and I'm going to create something out of thin air. You need to do your homework, have your stuff together and reach out and ask someone like me, who's an expert or someone else that does that in my field and find out if you have what it takes.

**Ellen:** So a YouTube channel you could start right now to take some fun clips of what's happening at your shop, what's happening with your family, putting yourself... here's how we do this, so if you had that already established and a YouTube channel to share, then that would be of service to you.

**Sheila:** Let me put it this way. We go searching for people, that's our jobs. We search and look for the next latest, greatest and best thing. So having a presence, like I said about being authentic, if you're true to what your business is and you have fans, a fan base or a customer base and what your customer service is, it's your presence on the Internet is huge and video is always great. I would say for someone running a business, a strong website that clearly defines

what your business is and what you do and how you do it without giving away your trade secrets is a goldmine.

We look for that all the time. I do a lot more grassroots looking when I'm looking for something in particular, because I still believe in picking up the phone and talking to people. Who do you know that does this? Who do you know that does that and if you don't know them than, who do you know that does? I still think that goes a long way for really uncovering some of the best golden nuggets out there.

**Ellen:** Let's share this, because we'll have to wrap things up soon. Sheila called me one day and said do you know a company who meets this profile, is in this area of the country and I said let me call a few people, called them up, connected them with Sheila's team and lo and behold we already have a pilot that was shot with someone we connected to.

We have to be super secret about all of this, but it was fun to birddog for you, Sheila. Just so you know, if you're listening, I'm happy to turn some of my friends onto Sheila if there's a good fit. Turns out for this company, it was an amazing experience for them as a family and a team. They got a lot out of the process, so it was such a win-win.

**Sheila:** See, to me that's the best case scenario ever.

**Ellen:** Isn't it? That's the fun part and that's why we're here today. I was looking at Business Makeover 2014, and as I look at my own business and counsel with other companies, we have to do things in different ways and reality TV may be right for you, may be a path for you to take your next quantum leap in your business. Sheila, I'm really happy that you are making some of your time available.

Now, every expert on the program is required to come up with an awesome value for \$97. I decided we'd have one price point, Sheila, to make it easier for me to remember. You have made your time generously available. If you go to [BusinessMakeover2014.com/conlin](http://BusinessMakeover2014.com/conlin), that takes you to the offer page that Sheila has put together. This is a simple one. You can spend time with Sheila and share with her what you'd like to have happen, the things you're passionate about. In fact, Sheila, what would you like to talk about if someone signs up for the half hour with you? **What would you talk to them about to see if reality TV was a good fit?**

**Sheila:** It's pretty much what we talked about during the last hour which is it's a personal connection that I need to get with them and figure out who they are, what they do and what that special something is that I think would make for great reality TV. Or, for them as an individual to be a great contestant or let's even say an expert or judge on a TV show. You know, that's another area that some people that own their own businesses are experts in. We look for that, to be able to be part of that and to be able to help people out in these transformational shows or dating shows.

Maybe it's running a business like Ellen does. I always look to you to make sure we get the right take on something, because you're an expert at what you do.

**Ellen:** It's really been fun. We've known each other for a long time, but I felt an instant connection with you because while your genre is reality TV and my early impressions of reality TV was that it wasn't quite so real, you've always been transparent, candid and authentic. Every conversation I've ever had with you has been straight eye to eye and I love you and that we've had a chance to get to know each other.

I can't tell you how thankful I am that you participated today. What a treat and value to add to Business Makeover 2014. Thank you so much.

**Sheila:** You're welcome and one thing I want to say is what I can do for everyone on there that's interested in pursuing or has some sort of interest in reality TV. I will tell you the truth. I will tell you exactly what's needed, there is no sugar coating. I am 100% up front and honest, because as I said earlier, it's got to be the right fit for you as well as the right fit for us. If it's not that and there are some roadblocks in the way, we need to get that out of the way because it's not worth this journey to pursue things when it's not right.

I'm pretty good at laying that on the line, because it's going to be your individual choice, on whether you want to pursue or not. What I can do is to give you the guidelines and what it is you need to expect.

**Ellen:** So at some point in this journey, one does make the decision, yes I want to be involved in the show and no I don't. So if you have an itch to scratch about this, I suggest you take Sheila up on her offer and sign up for 30 minutes of her time and let her get to know who you are. Heed her authentic and candid counsel. I know you're taking off soon to go to New York, tell me a little about that. You really are the expert in the reality TV space.

**Sheila:** I am going to real screen, which is an industry convention/conference where all the networks and production companies as well as experts like myself, in this genre, get together and talk about the trends. We talk about trends in TV and what we're looking for, what people want to do, what we want to produce, and of course talk about all our fabulous talent.

That's what I'll be talking about, the fabulous talent I've discovered that I want to take to the next level. So I will be on a panel and it's all about casting, about having the right cast and what to look for. It's a little like what we're talking about here, but the audience reaches people that want to get into the reality TV business and then of course, I'll be amongst the peers with people that I work with everyday in the reality TV business. It's very exciting.

**Ellen:** Congratulations! I'm so excited to see you take your career to even higher and higher levels. I see all sorts of wonderful success for you.

**Sheila, any parting words for our would-be reality TV stars today?**

**Sheila:** I can say keep it real. Be authentic. Be yourself. Keep pushing through those boundaries. Don't stop, keep moving forward.

**Ellen:** You're so sweet, thank you for coming and playing with us today. It's time to say goodbye.

**Sheila:** Goodbye.