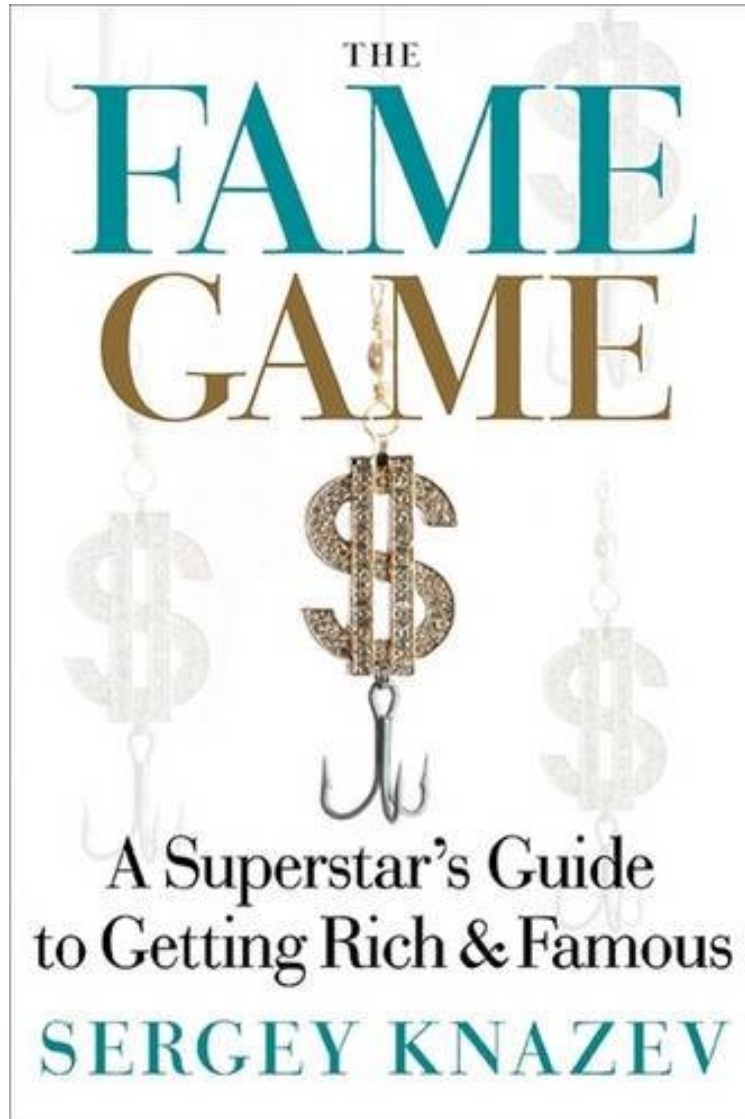


(Read free) The Fame Game: A Superstar's Guide to Getting Rich Famous

## The Fame Game: A Superstar's Guide to Getting Rich Famous

*Sergey Knazev*

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**Sergey Knazev : The Fame Game: A Superstar's Guide to Getting Rich Famous** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Fame Game: A Superstar's Guide to Getting Rich Famous:

1 of 1 people found the following review helpful. great sense of humorBy Just CarrieVery entertaining. Some really interesting insights into the world of entertainment. The info is obvious information but since I am not completely done with the book the jury is still out of what information I can really use for my type of business. Sergey is a crack up though....great sense of humor!1 of 1 people found the following review helpful. Five StarsBy ConstantinosBook

that I needed to have it in my collection! Inspiration, motivation! 1 of 1 people found the following review helpful. I found Sergey Knazev's new book to be both fun and fascinating. By Alan L. Chase I found Sergey Knazev's new book to be both fun and fascinating. In "The Fame Game: A Superstar's Guide To Getting Rich and Famous," the author uses his role as an Hollywood insider to comment on the ploys that have led to fame and notoriety for a broad variety of individuals who have become household names. The author walks a very narrow tightrope in his approach to this book. On the one hand, he shines a bright and glaring spotlight on many of the ridiculous ways that the Lindsay Lohans and Kardashians of this world have insinuated themselves into our mindshare. On the other hand, he offers a road map to follow for those who are intent on achieving fame in their own right. In a sense he is saying: "Here is the Yellow Brick Road. Kind of silly, isn't it. But if you want to follow it to Emerald City, here is your GPS." So, at the end of the day, this book is a fascinating read. It offers many examples of what famous people have done to create their own personal brand. It comments in amusing ways on those branding efforts. And it offers helpful tips for those who want to embark on their own journey. Mr. Knazev's wry sense of humor and his clever use of sarcasm is the secret sauce in what makes this book such a delicious read. If you have a fascination with fame and those who have achieved it, this is a book that you will enjoy.

Starting today, you no longer have to live through the gossip news of your favorite celebrities because you can turn your own life into the same star-driven celebrity marketing machine through *The Fame Game*. Seen through the eyes of an experienced Hollywood talent manager, *The Fame Game* will guide readers past the carefully crafted public relations images splashed across the pages of their favorite tabloids to reveal how today's hottest celebrities live, thrive, and flourish in the glamorous world of show business where the cameras are always on, the fans' gossip ricochets through all the popular social media networks, and the money flows in multi-million dollar deals based on nothing more than notoriety instead of talent. If you want to learn how Hollywood really works and how you can use the techniques of show business to market yourself into the next Hollywood sensation or just to promote yourself within your own line of work, you need to learn the secrets told in *The Fame Game*.

About the Author Sergey Knazev has worked with some of the largest brands, including Forever 21, Perfumania, Palms Resort and Casino, and Toyota, and some of the largest tabloid names, such as the Hiltons, the Kardashians, Snooki, Manny Pacquiao, and many others. His entertainment and brand management company, 360 EMA, represents leading lifestyle and talent brands. Prior to establishing 360 EMA, Knazev launched and sold a number of major projects, including VOIP wholesaler Concent Telecom and its retail B2B and B2C division IT Headquarters. Later he cofounded and held positions in StarzLife Media. StarzLife specialized in celebrity news content production to 240 major TV channels and magazines in 24 countries, including CNN, ABC, NBC, Time Warner, Wenner Media, Hearst Publishing, Bauer Publishing, ACP Publishing, and many others. Perez Hilton is an American blogger, columnist and television personality. His blog, PerezHilton.com (formerly PageSixSixSix.com) is known for posts covering gossip items about celebrities. He is also known for posting tabloid photographs over which he has added his own captions or "doodles". His blog has garnered negative attention for its attitude, its former outing of alleged closeted celebrities and its role in the increasing coverage of celebrities in all forms of media. Excerpt. Reprinted by permission. All rights reserved. Perez Hilton's foreword to *The Fame Game*. It's something many people search for and few find, because let's be honest being famous takes hard work! There's still A LOT more to it than that, though! Sometimes you need money, and sometimes you need luck, but when it comes down to being famous, you always need to be smart and know how to play the game. In Sergey Knazev's book, *The Fame Game*, the rules to becoming one of the Glitterati are laid out plain and simple, and trust me, there are definitely rules to winning! However, sometimes breaking those rules can be the difference between the big time and fifteen seconds of fame. But you can't break rules the right way until you know what they are! Over the years, the world of fame has evolved, and so have the people who have attained celeb status. When Elizabeth Taylor became the first nearly fully accessible star in Hollywood, people were obsessed with her life and relationships. Fast forward a few decades later, when Old Hollywood elegance no longer reigned supreme. Instead, scandalous sex tapes like Kim Kardashians and Paris Hiltons took over, launching entire families to stardom. Even though their rise to fame wasn't so long ago, in the fast moving Internet age, we've already moved on from sex tapes (although obviously we all still love a good sex tape!) to a world where YouTube stars and viral videos sit atop the totem pole. In today's world, fame is a completely different animal, and it's a high-maintenance animal too! *The Fame Game* will give you the recipe to help you find your inner star's spirit animal, using tools like branding, self-promotion, and figuring out why it is that you should be famous. Just having a pretty face or bunz of steel won't get you to the top. You need to learn the art of the publicity stunt, how to get the paparazzi to work for you, the best ways to make social media your bestie, how to establish a fanbase, and of course there's always understanding the business side of things. Will advertisers want to work with you? Why? What can you bring to the table? You'll need a website to promote yourself, a portfolio, and good contacts. Do you have any idea how much all of that will cost? It's a lot to think about, but you'll find all of these answers right inside this info-packed, yet wildly entertaining book. My own journey followed many of these guidelines. I went from blogging daily at a coffee shop, to

having one of the largest, most successful entertainment and celeb websites in the world. And I did it by working very hard not only at creating content people engaged with, promoting work I'm proud of but also by putting myself out there as a personality and an authority in the world of Hollywood! I befriended the celebs I love, which helped me gain a celebrity following, boosting my fandom even more! And fans are a big key to your success in this game. If you're reading this, and you want to be as famous as Snooki, you CAN! Take a look at the tools Knazev gives you in this book, put them in your bedazzled toolbox, and get to work making your dreams come true! And remember, even making the worst dressed list is a good thing, because at least people are talking about you! (from the foreword by Perez Hilton)