



LinkedIn Blog Post – Presenting Advice

NB: This was posted on my [LinkedIn](#) account.

What makes an amazing on-screen presenter?

Depending on whether you're a viewer, a producer, or an agent, you'll have many different answers. Of course, it also depends on whether they're a TV presenter, hosting a corporate video, or presenting on a YouTube channel. There's no one answer, and no one piece of advice to give anyone who wants to become one.

Back in 2010, I realised that there were lots of companies offering to make showreels but none that were really guiding presenters to unleash their truly amazing abilities. To solve that, I set up TV Presenting Advice, a one-to-one service where I coached people not only in their presenting style but how to navigate backstage politics, appeal to producers who were making the content they loved, and to agents who might want to sign them. I even wrote a book about it!

Nowadays, it's never been tougher, but there's still a hunger for on-screen talent, so many platforms to show off what they can do, and many who want to embark on a quest to achieve their ambitions without knowing how to begin. During lockdown, I ran some free advice sessions with ScreenSkills and the BBC, and the reaction was so great that last week I relaunched my one-to-one online services with a brand-new website: presentingadvice.com (nowadays, it's not just about TV). There's also a FREE PDF guide to download: '5 Ways to SUPERCHARGE Your Presenting Career'.

I aim to use my producing, casting, and talent agency experience to educate, guide and most importantly, to inspire those looking to break in and revitalise those who haven't yet made it to where they want to be. Given my background in children's content, I've also set up a 'Presenting for Children Masterclass' to provide insights into this amazing audience. I've kept costs super low to help make everything available to a diverse range of people.

I'm proud that through this service I've helped talent who have gone on to present for Capital Radio, Disney, BBC Studios, and more. With the right kind of showreel, knowledge, and attitude, who knows what this next generation will achieve?

#presenter #presenting #presenters #auditions #casting #TV#showreel #radio #online #YouTube
#presentertraining #training