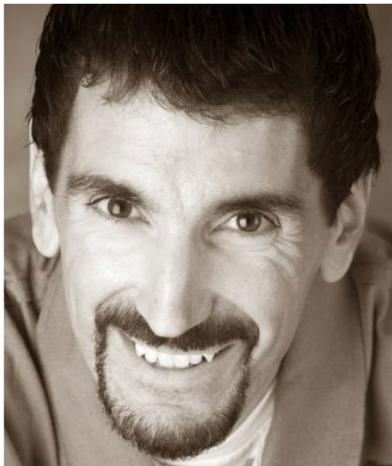


# BRUCE'S BONUS BOOK



A COLLECTION OF TIPS FOR  
UP-AND-COMING ENTERTAINERS

# INTRODUCTION



*Bruce Wawrzyniak*

“Now Hear This Entertainment” is a free weekly podcast available at [www.NHTE.net](http://www.NHTE.net) as well as on [iTunes](#), [Stitcher Radio](#), and [SoundCloud](#). In the middle of each episode is a segment called “Bruce’s Bonus,” during which the host, Bruce Wawrzyniak, president of Now Hear This, Inc., gives out “a helpful tip for the listeners that are musicians, singers, songwriters, entertainers who are out there trying hard to make a go of it.” This book that you’re reading is a collection of the “Bonus” from each of the first 40 episodes. (We’re fans too, and Casey Kasem’s “American Top 40” was an institution and thus is a great model for us to follow with this compilation.)

“Now Hear This Entertainment” is a show featuring an interview each week with someone who is having success in the entertainment business at a level that is attainable for the up-and-comers who are listening. While also entertaining fans of the guest, the show aims to identify the “how” for the manner in which the interviewee is achieving the accomplishments highlighted in the conversation so that the aspiring entertainers in the audience can come away from the show with tips on how to work toward the next level of their career.

As a result of the latter, this book also includes a link to each podcast episode so the reader can listen to that show to hear first-hand achievements from the guests themselves. Of note is the fact that not every guest is a performer. With an eye on providing a glimpse into various facets of the industry to help the listeners become more well-rounded, interviews have been done with guests from the likes of the recording studio environment, music publishing, and radio, for example. At the same time, the performing guests run the gamut in terms of their genre, from funk to country to pop, Christian, blues, and more.

“Now Hear This Entertainment” has gotten listeners from all five regions of the world: Africa, the Americas, Asia, Europe, and Oceania.

Now Hear This, Inc., is a company based near Tampa, Florida, specializing in management, promotion, and booking and has served clients not only there in the Sunshine State but in markets ranging from Atlanta to Nashville to Los Angeles and other points in between. Learn more about the company at [www.NowHearThis.biz](http://www.NowHearThis.biz).



# EPISODE 40

## **Guest: Misty Loggins (Two-time CMA “Emerging Artist”)**

Click [here](#) to listen to the full interview.

### **BRUCE’S BONUS:**

If you’re going to be doing a media interview, in particular, TV or radio, find out how long the interview is and what the format is. In other words, give good, insightful answers, and not just one word answers, but at the same time, be aware of how much time there is or isn’t. If you give too long an answer, it might prevent other questions from being asked that might otherwise help bring out more elements you want to state or promote.



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