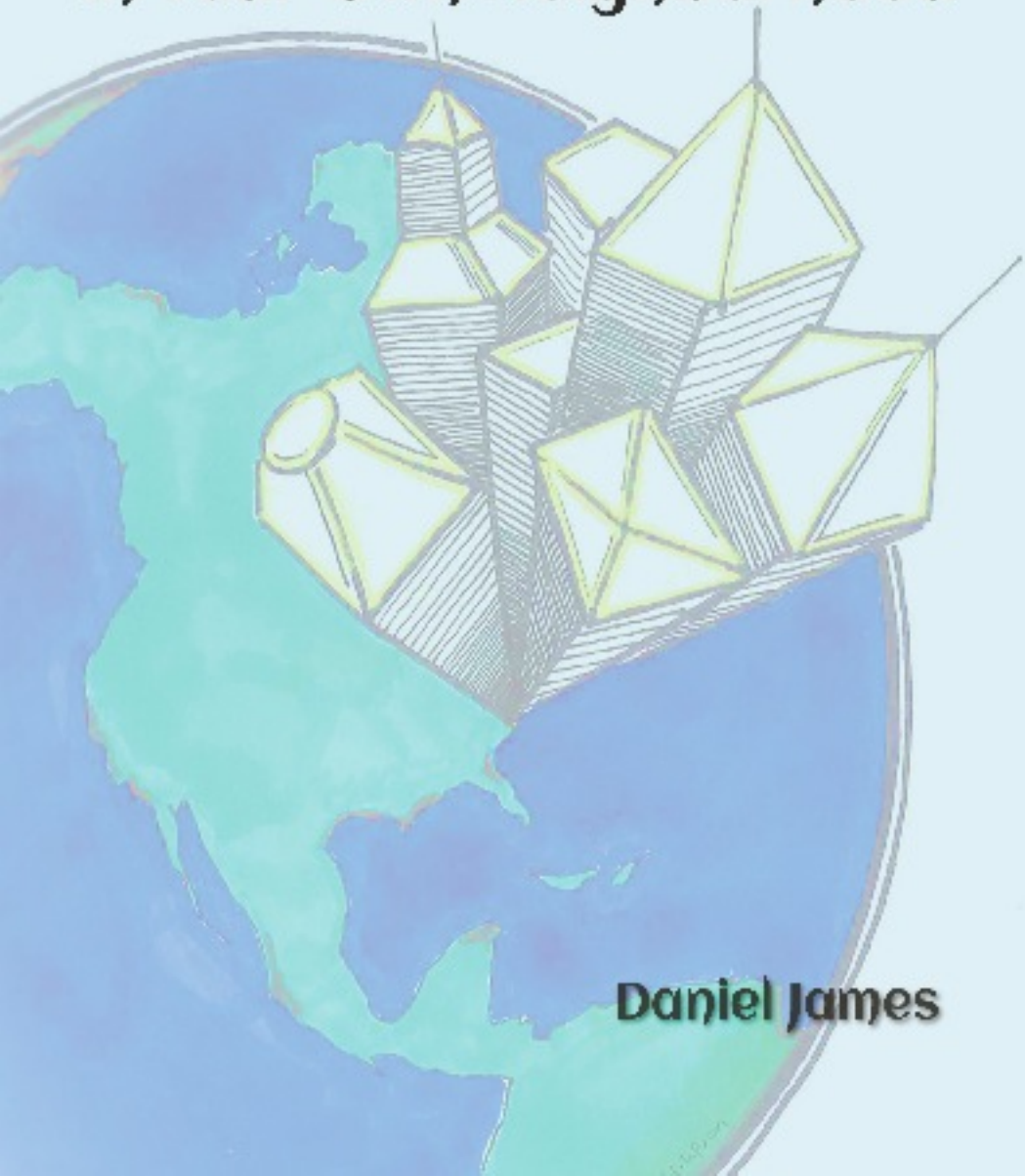
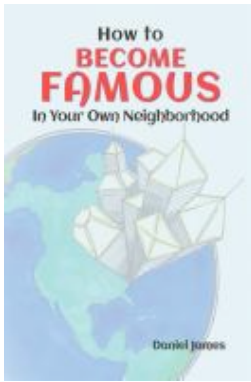


How to
**BECOME
FAMOUS**

In Your Own Neighborhood



Daniel James



*Within the pages of **How to Become Famous in Your Own Neighborhood**, you will learn the strategies necessary to becoming famous in your own little corner of the world. These include: how to increase your degree of social confidence; the skills required to meet and interact with a variety of people; the secret to knowing what to say and how to say it; and the importance of making it to the scene and being seen!*

How to Become Famous in Your Own Neighborhood

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How to
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Introduction

You have to admit, there's a little place in each of us that yearns to be famous - a small spot deep (or not so deep) inside that desires for others to know our name, to look up to us, to pay attention when we enter a room. If there wasn't, our society wouldn't be in such a mad rush to collect *friends* on Facebook, post our entire library of pictures on Instagram, scamper to be contestants on reality television programs, or to tweet our every move on a Twitter account. This drive for fame may not be something that you announce to the world but - just between you and me - you know it's there!

And don't worry, you're in good company:

- According to a "Harris Interactive Poll," 43% of American adults believe it is likely that at some point in their lives they will become famous for at least fifteen minutes.
- A study by the "Pew Research Center for the People & the Press" identified that of the Generation Nexters (those born from the mid-1970's to the early 2000's) asked, becoming famous was in the top two of their overall life goals.
- In a "Junior Achievement Interprise Poll," one-half of all of the students surveyed who are under 12 years old believe that fame is part of the *American Dream*.

Daniel James

But how about if you live in a neighborhood that isn't exactly what you'd call metropolitan or is what others might consider *Nowheresville*? Is it still possible to become famous?

Well, think about it like this: In a happening city there are more people to compete with and it's a whole lot easier to get lost in the crowd. Maybe small town life is perfectly suited for you. After all, sometimes it's good to be a big fish in a little pond!

So let's assume you're okay with where you're living and are planning on staying put for awhile. How, then, do you go about gaining your piece of fame?

The first step to becoming famous in your own neighborhood is to decide exactly what level of fame it is that you would like. Be mindful that fame is not a one size fits all commodity. The amount of fame you crave may not be the same as the amount your best friend wants or the amount for which your neighbor strives.

Before we get started, ask yourself this:

- Are you merely looking for the folks in your immediate circle of friends to pay a little more attention to you, or
- Are you interested in enlarging the crowd with whom you socialize and having some noteworthy experiences with new people, or
- Are you searching for *fame* in your community in the traditional sense where everyone will know your name and will be interested in the things you do, or

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- Are you striving for people to actually crane their necks when you walk through the door and rush over for the chance to get some alone time with you?

Rest assured, the amount of fame and notoriety you achieve will only be capped by your effort and self-interest and by following the tips and techniques outlined in the following pages you can become as famous as you want in your own little corner of the world!

You ready? Here we go!

PART ONE

Staying Connected

At the corner of Broadway and Hollywood (putting the Fame phenomenon into perspective)

I have a secret for all the dreamers headed off to New York City or Los Angeles with stars in their eyes, hoping to break into acting or hit the big time as musicians. Bend in a little closer, I don't want you to miss a thing...

Odds are, you ain't gonna make it!

Sure, you may physically get to your destination, find yourself a crappy little apartment with three too many roommates, maybe even land a nice waiter job at a chain restaurant. But the odds of you actually *making it* in the traditional sense in Hollywood or on Broadway are astronomically stacked against you. It is a miniscule number of acting hopefuls who actually become working actors where *working* is defined as generating a living wage from the occupation. And that's just to keep yourself off the unemployment line! To gain Kristen Stewart or George Clooney fame? Well, let's just say you might want to save yourself some money and stay on the farm.

Daniel James

Now don't get me wrong, I'm all for you getting out there and experiencing life. It's important to chase your dreams with both guns cocked. But you need to be realistic and at least understand what you're up against before picking out your piece of sidewalk on the Hollywood Walk of Fame.

Wait a second, you argue - shaking your pointer finger in mock reprimand - things aren't what they were even a short 10 years ago. Now all I have to do is get booked on a reality TV show, act in a manner that will speak against my better character and shame my grandparents, and fame will come knocking at my door.

Well, you sort of have a point there. With the prevalence of personal networking and gossip pages on the internet, "news" sites like *TMZ* and *E! News* on television, and the proliferation of supermarket rags staring you in the face in the checkout line it seems easier than ever for the average person to gain a modicum of fame (or, maybe, infamy). But let's say that you do manage to get booked on a "reality" show (which is a long shot in and of itself), the chances of you achieving the fame you're looking for by going that route are pretty slim. Let me ask, have you heard what any of the *Big Brother* housemates have been up to since leaving the set? I thought not.

The world is different today than it was in the past when it comes to fame. It used to be that folks were satisfied with watching famous people on television and reading about them in the newspapers. Whereas the average American was once content with taking a

backseat and letting the players in Hollywood have their shining moment, nowadays a significant portion of us say we want to be famous, expect to be famous, are entitled to be famous even.

Americans apply in droves to be contestants on reality television shows hoping to launch their careers and win their chance at fame. Entire social networking sites like Facebook and MySpace have been created with the intent to not only connect you with your friends but to also showcase your talents and help you become famous over the internet. For many people it's almost a badge of honor that they have more *friends* on a networking site than others do. We read celebrity magazines and gossip columns in order to find out what famous people are doing or wearing or saying. Every nighttime talk show (and many daytime ones too) devote a portion of their timeslot to a celebrity or to simply discussing the trappings of the famous.

In short, we are a culture obsessed with fame!

Unfortunately, the chance of you striking it big in Hollywood or on Broadway is dismal and the opportunity for you to gain national fame and exposure by going any other route isn't much better. But there is good news: By using the techniques in this book and following the advice laid out, there's nothing to stop you from becoming famous in your own little corner of the world!

Daniel James

Although not terribly difficult, let me warn that some of the techniques may be a bit of a stretch depending on your level of confidence and your current comfort in speaking with others. But by taking heed to (and practicing) my suggestions you'll soon have the skills to approach and interact with any person that you wish and before long everyone will know your name!

Your Neighborhood

Most definitions of the word *Neighborhood* describe the term as the geographic area in the immediate vicinity of your home. I want to expand this definition to include not only the area adjacent to your house but also those areas surrounding the places you frequent on a regular basis; whether they're the shops along the route you take to work, the grocery store at which you prefer to shop, or the park where you run your dog.

That being established, here are Five Essentials for becoming famous in your own neighborhood:

1. Project confidence in your actions and speech.
2. Learn to speak intelligently on any number of topics.
3. Be able to *read* the body language of others as well as that of the room.
4. Cultivate the ability to talk to anyone, anywhere, anytime.
5. Have compassion for the feelings of others.

Let me provide some detail on these Five Essentials:

1. *Project confidence:*

Daniel James

You must show confidence in your words and actions before others will consider what you have to say important. If you don't believe that you are valid, why should anyone else?

2. *Speak on a variety of topics:*

The ability to speak intelligently on many subjects will increase your chance of being able to join (or start) most conversations. So long as you keep in mind that nobody likes a *know-it-all*, you should be fine.

3. *"Read" the body language of those around you as well as the tone of the room:*

When you learn to read a person's body language and non-verbal signals you will be privy to how they are feeling regardless of what their words are saying. Being able to read a room allows you to get a sense of the overall tone or feeling of the place you're entering.

4. *Talk to anyone:*

Cultivating the ability to talk to anyone anytime will help you tremendously no matter in what situation you find yourself.

5. *Show compassion:*

Having the proficiency to identify with the thoughts, feelings, and attitudes of others (empathy) can assist in your understanding of why people have the particular viewpoints and ideas that they have. Each of us have been through unique experiences and have become the person we are because of them. You will go far if you can accept that although someone may feel a different way about a subject than you do, this differing viewpoint doesn't necessarily make them wrong.

How to BECOME FAMOUS In Your Own Neighborhood

Being famous in your own neighborhood: It's all about being a lifelong learner, using your body language to your advantage, knowing what (and what not) to say, and making it to the scene and being seen.

Daniel James

The IT Factor

Allusive and potentially indefinable, the “IT Factor” is a term typically bestowed upon celebrities, athletes, politicians, and captains of industry. I’m sure you’ve heard the phrase before. Some describe “IT” as an inner confidence that certain individuals possess, others attribute it to sex appeal, some call it a delicate balance of charisma and charm, while many simply shrug their shoulders and chalk it up to that *je ne sais quoi* (French for “I don’t know what”) that cannot be accurately described or quantified. Many will tell you; “I can’t say exactly what it is about a person who has “IT,” but I know it when I see it!”

Think back to the people you’ve met in your life whom you felt exuded charm, reeked of self-confidence, and had an overabundance of charisma. Now ask yourself: Were they born this way or are these traits learned behaviors? This is known as the “Nature vs. Nurture” debate of human development. Those following the Nature viewpoint feel an individual’s heredity (or inborn qualities) determines who he will become while those on the Nurture side of the fence believe his personal experiences or environment assists more in shaping him.

We’ve all heard of tykes who seem to emerge from the womb ready to schmooze with the doctors in the delivery room and chat up the nursing staff while there are others that need a little more

prodding to loosen up. If you staunchly subscribe to the Nature argument you'll probably insist that the behavior these babies are expressing is destined to follow them throughout their lives and those same confident babies will grow into fearless teens and adults while the shier newborns will be subjected to a life of unease and apprehension. Those vigorously taking the Nurture angle might say the faces the little guys are making are just attacks of gas and it's their environment and familial guidance that will mold them into the adults they will become.

I personally believe it to be a combination of the two and while I agree that some seem to possess "IT" naturally, it's still possible to cultivate that mysterious "IT Factor" no matter your age or current level of charm. And, as luck would have it, by following the tips outlined in this book you can do just that!

Pop artist Andy Warhol originally wrote in an exhibition catalog; "In the future, everyone will be world-famous for 15 minutes," which he later changed to; "In the future everyone will be famous for 15 minutes." I guess Andy thought that *world-famous* was pushing it a bit so stepped his statement back to just becoming *famous*. Did he mean his comment to include becoming famous in a one's own neighborhood? If not, perhaps he should have.

Let's Get Our Talk On

Face it, besides conversations we have with our loved ones or close friends, most of the discussions we get into throughout the course of a typical day are pretty superficial and impersonal.

- How was your weekend?
- Did you see the game last night?
- How about this weather?

To engage in polite, mindless chitchat is not only an easy way to pass the time in today's society, it has become expected.

How many times each day do you hear the question; "How are you?" Plenty, right? And unless you're being asked by a family member or a select few others, how often do you think the person asking is looking for an answer other than; "Fine, and you?"

Now before you accuse me of being overly pessimistic, think back to the number of times you asked that question of others in the past few days. And how many times would you have rather heard a lengthy monologue about the person's lunch plans or fight with their insurance company rather than; "I'm okay, and you?" My point exactly.

We are a world expected to engage in superficial conversation with neither warning nor the time to prepare for it and the assumption

How to BECOME FAMOUS In Your Own Neighborhood

is that we'll be capable of forming a relatively intelligent response (or at least keep up our end of the discussion without reverting to monosyllabic grunts) without much thought. Talk about pressure! How, exactly, are we supposed to achieve this? Hang in there and I'll tell you.

Daniel James

Saying It With Inflection

I'm sure you've come across the types who are able to strike up a conversation with a total stranger on the spur of the moment no matter where they happen to be. These are the lucky few who can talk to strangers from out of the blue and the other person actually looks like they're interested in what is being said and not viewing them as a new breed of serial killer. We've all seen these people and, if you're at all like me, probably wondered how they were able to do it. Well, it took awhile but I've figured it out! Ready for the secret?

If you view what you're saying as important, chances are others will too!

Now, hold on a moment before you slam the book down in disgust or throw your iPad into the garbage can. I'm sure you're feeling a little cheated right now, thinking I promised to impart onto you some sage advice and then I go and throw out that one little sentence, expecting a life-altering transformation. My apologies.

Don't be too disappointed, though, that the number one secret to conversation doesn't involve monthly payments, a manual as thick as Homer's Iliad, or painstaking self-flagellation. Although simple in concept, be warned that the technique does take some practice and

you'll need a fair amount of confidence to pull it off. And when I say confidence, I don't mean what's traditionally thought of as ego - that vapid, self-serving narcissism of the tabloid socialite - but merely a healthy respect for yourself and a semblance of comfort in your own skin. Without these, although it will still be possible, it'll take a little more effort to get the techniques to work.

In order to get others to think what you're saying matters, you have to speak proudly and believe that what you have to say is important. This is equally true whether you're imparting great wisdom or speaking on the most trivial and mundane of topics.

Here's an exercise for you: Let's pretend you're at a Starbucks coffee shop, ordering your favorite drink from the barista. We'll use my regular order as an example: *Grande half-caff, no room*.

For you non-Starbucks readers, *Grande* is a medium-sized drink, *half-caff* means ½ caffeinated coffee and ½ decaffeinated coffee, and *no room* means to fill it to the brim with coffee and not leave any room at the top for milk or cream (in other words: black). Now, what I'd like you to do is to say; "Grande half-caff, no room" out loud, but I want you to say it a couple of different ways. And, yes, I actually expect you to do this.

First, I want you to speak your order in the nebbish, awkward way that Woody Allen perfected in his standup act and the movies. Physically slouch your shoulders, look down at the make-believe counter before you, and mumble the words. Speak like you're

Daniel James

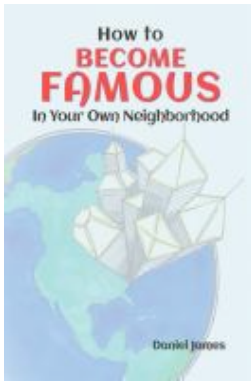
apologizing for placing the order. How did that feel? Probably a bit uncomfortable, maybe like you weren't even convinced that that's really what you wanted as a drink.

Now square your shoulders, straighten your back, look the pretend barista in the eye and say the words with authority and purpose. Channel the booming-voiced English stage actor Brian Blessed and give us a performance worthy of a Tony award. How'd that feel? I'm going to guess it felt better than the first time but maybe a bit over the top for a simple coffee order.

Now, let's meet somewhere in the middle. Look your barista in the eye and give your order in a strong, confident voice. Smile while saying it and hold the eye contact for a beat after the words have left your mouth. How was that one? Hopefully it felt the best out of the three.

But, you might ask, what does this have to do with engaging an acquaintance or stranger in conversation? The answer is, before you can successfully *say it with inflection* you have to first project confidence. And when you *project* confidence, you *feel* confident. And when you *feel* confident, others will *view you* as confident.

Now that you know how to say it, you just need to figure out what to say.



*Within the pages of **How to Become Famous in Your Own Neighborhood**, you will learn the strategies necessary to becoming famous in your own little corner of the world. These include: how to increase your degree of social confidence; the skills required to meet and interact with a variety of people; the secret to knowing what to say and how to say it; and the importance of making it to the scene and being seen!*

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