

howto... live the life of a pop star

Just signed a record deal? **the magazine** help shows you how to act like a true diva

Know Your Audience

If you're a clean-shaven crooner who sells most of their records just before Mother's Day, it's no good calling your latest album 'The Milkman Is The Only One Who'll Ever Love You'. On the other hand, if you're an edgy, singer-songwriter with a tendency for melancholy, calling your new LP 'Your Love is Like a Cup of Hot Chocolate on a Cold Winter's Night' isn't going to appeal to your base. You'll need to work out what kind of people your music is for and adjust the sentiment accordingly.

Because I'm Famous

Take this opportunity to indulge in your diva-esque tendencies because you never know when it'll all be snatched away. Before you're reduced to playing gigs in underground stations, act like a diva while you've still got the pulling power. While you couldn't normally walk into a shop and ask for a set of red light bulbs, sixteen bottles of vodka and a packet of Smarties with all the blue ones picked out, your new-found status of a pop star enables you, not only to own each and every item that casually wanders into your head, but to get someone else to go and buy it for you. Unreasonable requests – 'I'd like the rare blue flower that grows on the peaks of The Himalayas' – are expected. If you do not take advantage of the luxuries

your new-found fame offers, people will begin to suspect you're in the business for other reasons. Like your love of music.

Tame The Press

Be buddies with the media. Think of them not as the feral beast Tony Blair once claimed, but rather as the kitten that waits for you to come home in the evening and curls up on your lap. Purring. As a musician, you'll need to have daily interactions with the press. There will be the official meetings – interviews and the like – but also unofficial ones: The ones outside the nightclub you've just been thrown out of. Don't be disheartened by the pictures of you drunkenly stumbling into a post box though. Embrace the column inches and be happy that you've knocked stories of fellow inebriated musicians back to page six.

Gig Guide

As a pop star, you make your bread and butter on stage. Standing in front of a screaming audience, their arms outstretched in wild, frenzied abandon, remember that you've got a duty to make the hard-earned pennies they traded for a ticket seem worthwhile. Of course, you could just treat your fans with mild disdain, but keep in mind that merchandising sales after the gig are directly proportional to the

number of crazy antics you've performed. Although, in no way does **the magazine** condone eating live bats on stage. At least, not without salt and tomato ketchup.

the words: Tom Mason



the photo: MatrixPhotos.com