



### What do Boyzone, 'N Sync, C\*Note, 5ive, 98° and Backstreet Boys have in common?

Well, actually, everything! These dancin' prancin' pin-up pop posers are 100% interchangeable!

Quick Quiz #1: Would anyone notice if Ben from 'N Sync replaced Alfredo from 5ive?

Quick Quiz #2: Does anyone know if there even IS an Alfredo in 5ive?

And Question #3 (the most important of all): How do YOU get in on this gravy train of cash?

Remember, there are hundreds of millions of squealing sixth-grade girls who love these hunks of the month (okay, and a few sixth-grade boys, but let's not get into that right now), and their baby-sitting money has to go somewhere — might as well be your pocket! So why not make a couple o'millon by letting MAD show you...

# HOW TO BECOME A BIG-TIME BOY BAND PRODUCER!



# LESSON 1

## NAME THAT NAME

Each member of the band needs a short, punchy first name. Two syllables is sometimes okay, but one is much, much better. Remember the mental capacity of your audience.

Good Names include:	Bad Names include:
Mick	Lance
Hank	Chip
Ferry	Theo
	Alouicious
	Skeezix
	Xerxes
	Hieronymus
	Chiang-Tse
	Hecky
	Lumpy

**BONUS TIP:**

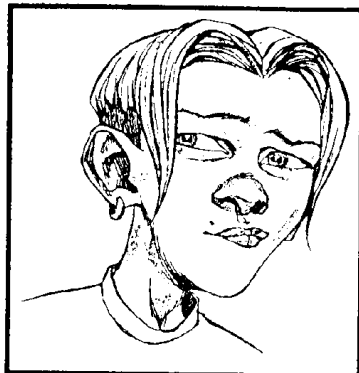


It's always extra cool if two of the guys share the SAME name. Fans will differentiate them by a last initial, such as Rick T. and Rick G. Plus, only having to remember four first names instead of five will ease the pressure on your fans' brains!

# LESSON 2

## DIVIDE AND CONQUER

Although boy bands have five guys apiece, there are many more than five different types of personalities to choose from. There are seven:



"TEEN DREAM"



"SASSY REBEL"



"QUIET SHRINKING VIOLET"



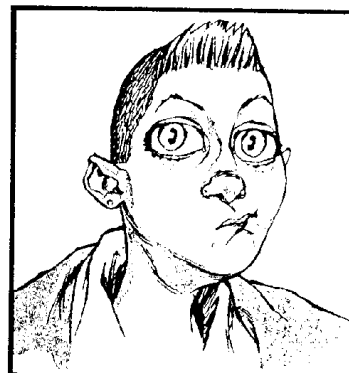
"DANGEROUS TROUBLEMAKER"



"MACHO MAN"



"OLDER BROTHER"



"DEWY-EYED YOUTH"

Whatever you do, don't select a boy with a personality that doesn't fit in. "Psychotic Loner," "Flatulent Oktoberfester," "Illegal Immigrant" or "Triple Amputee" may be fresher characters, but trust us, no 12-year-old girl is going to put their poster on her ceiling where it can leer down at her! Stick to the classic archetypes. Uniqueness kills.

No one boy should be the "star" of the group. Your band should look as if it's just five cool guys hanging out, with no one dude any cooler than the other four. That way, girl fans will see them as "approachable." But more importantly, if one of the pretty boys ever gets out of line, you can pink-slip his replaceable ass.

Another big advantage to breaking up the duties into five equal parts is that five singers only have to handle one line at a time. This lets you keep really dumb guys in the band even if they can't remember too many words at once, as long as they look great in tight pants.



# LESSON 3

## DEVELOPING YOUR REPERTOIRE

Heyy, good catch, Beethoven! Your soon-to-be fans are tremendously interested in cardiovascular love. Very, very few hit ballads have been written about lungs.

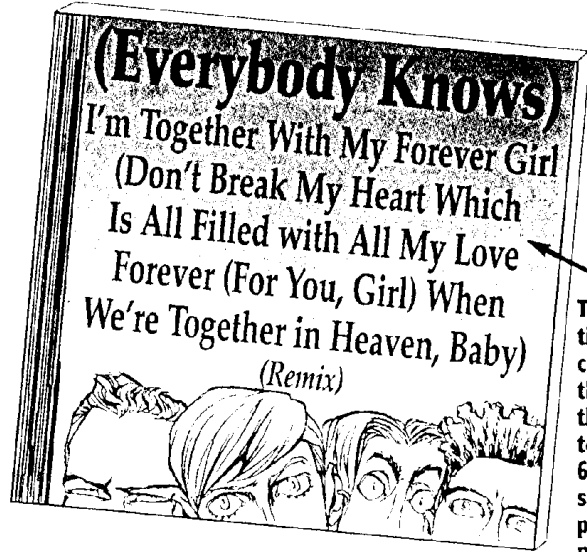
Look at the song titles on hit albums by BSB, 'N Sync, 5ive and the rest. It's Boy Band Law that each album has 12 song titles, and that these 12 titles must include **three "Heart"s**, **four "Love"s**, **two "Girl"s**, **two "All"s** and an **"Everybody"** or an **"Everything."** Whatever titles are left over should be **"We'll Be Together Forever,"** or **"Heaven is Forever,"** or **"Forever Together,"** or some syrupy slop like that. Be sure to throw in parentheses on at least one title to sound impressive.

Just fill in the middle with "yeah"s and "ooh"s and "ooh yeah"s. It's a little-noticed fact that there are only 50 or 60 words in all the lyrics on a boy band album, combined!

But whichever twelve songs YOU end up using, it's got to **come from the soul!** Tell the boys to close their eyes, imagine they're opening their hearts, squeeze out all the special feelings they have inside...and then **crank out whatever words written by music company hacks-for-hire** that you tell them to sing. Recording studios charge by the hour, you know!

See if you can tell what these **ACTUAL** beefy-bopper song titles have in common:

- Tearin' Up My Heart.
- True To Your Heart.
- I'll Never Break Your Heart.
- Quit Playing Games with My Heart



The single best title a boy band could ever have is this. A song with this title would top the charts for 6 months...except sadly, there is no possible singable melody.

**BONUS TIP:**



The title "Together (Forever)" isn't taken...yet.

# LESSON 4

## INTERCONTINENTAL CHAMPIONS

American teenage girls like to think of themselves as **complicated rebels**...before they go out and buy the exact same stuff everybody else has! The dopes who listen to this kind of junk need a clear signal that your music is what they want to hear. And goodness knows you can't count on how it sounds to accomplish that!

Before hitting big in the USA, top boy bands need to be huge in other countries. Why?

Play up the "global smash" angle. For instance, before they ever infected the U.S., the Backstreet Boys were big in Germany, and 'N Sync had early hits in England. Be sure to let America's young'uns know that the rest of the world just loves your boys to pieces.

Unfortunately, the rest of the world probably doesn't give a camel's ass whether they live or die. So you'll have to lie. Claim that they're already top superstars in **Tonga, Equatorial Guinea, Azerbaijan, etc.** Or make up fake country names such as **"Middle Cannolia," "The Duchy of Beckles," "Costa Frascarr"** or **"The Republic of Gzxltpwg."** By the time anyone exposes your fraud, your band will have already had its four hits and be done. Remember, in boy bands, it's here today, gone later today.



# LESSON 5

## THE PUBLICITY GAME

The key to any successful band is to promote, promote, **PROMOTE!** Sounds rough, right? Don't worry, you only need to know two basic strategies...

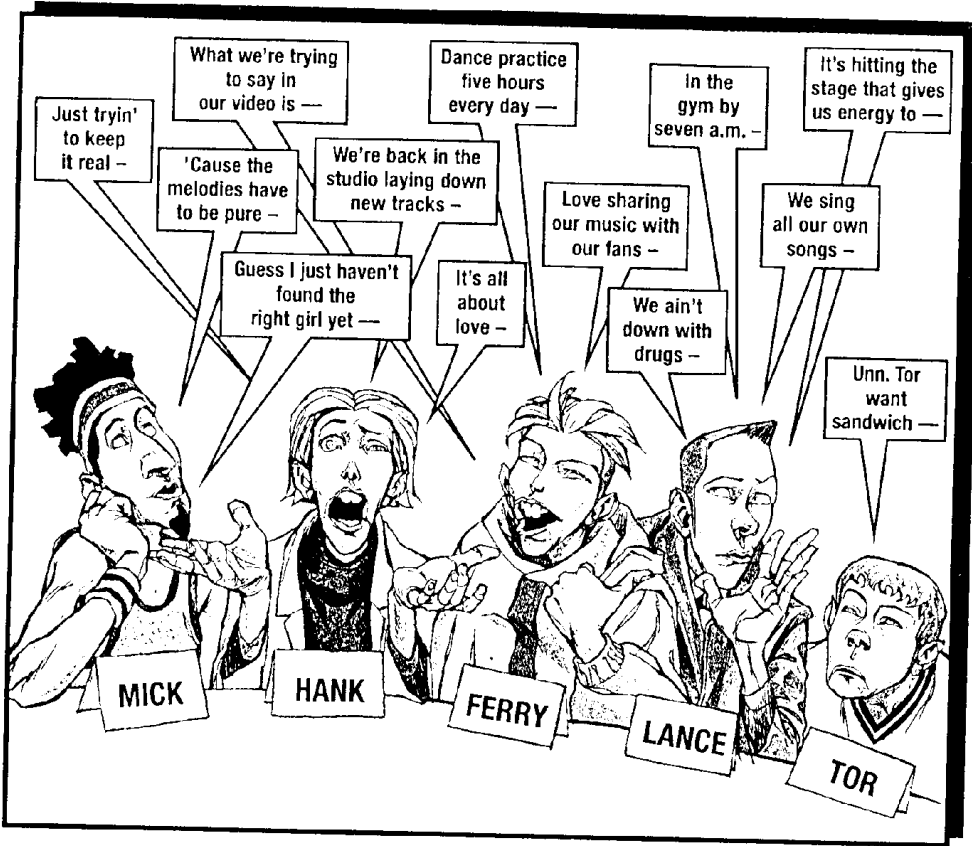
### STRATEGY ONE

Continuously talk over each other's sentences. This causes such confusion that no one can be offended by any statement.

### STRATEGY TWO

While one singer discusses how "there's a lot more hard work to this job than most people realize," the other four should stare at him seriously while nodding, as if he's announcing the cure for AIDS.

Fans like to feel a connection to their idols. So only tell them what they want to hear! Even if your boy banders only use the computer to download hot Asian porn, they should say that they love all the fan websites, and even check in every so often. If one of the members has a soundproof bedroom so no one can hear his victims' cries for help, he should say that he just likes "spending a quiet night with that special someone." If he's so whacked out on heroin that he wakes up facedown in crusty vomit, he should say that his pet's name is Scooter, and that his favorite movie is Titanic.



### BONUS TIP:



Of course, sometimes fans make that extra effort. For those exciting "up close and personal" stairwell encounters that last five minutes, it's always a classy, gentlemanly touch to tell the skank she's "special." Band members should claim that she's the inspiration for a song on the next album and the part where they go, "Yeah, yeah, woo yeah" is for her.

# LESSON 6

## CAREFULLY NUDGE THE ENVELOPE

The critics gripe that boy bands are formulaic. But when you take five theoretically talented young men, put them in identical outfits, and drill them like army rats at West Point, the sparks have GOT to fly.

To fulfill one's potential as a performer, they gotta stay in touch with their spontaneous side. Exactly 43 minutes into your Friday night stage show, one member might yell, "Let me hear you scream, Miami!" But the next night, he should feel totally free to change this to "Let me hear you scream, Orlando!" At the 43-minute mark, of course; let's not go completely nuts. But that sort of freewheeling improvisation is what makes or breaks a live performance.

Speaking of which, onstage banter is a crucial way to interact with your young fan base. And the "grabbers" you shout in-between songs may decide whether your band is just a flash in the pan, or whether it can last the whole eight months of superstardom.

### BONUS TIP:



NEVER be afraid to let your boys grow as artists. Just because the blond guy is second-from-the-right in the video, there's no reason why you can't put him second-to-the-left when they're on stage! True inspiration should never be shackled.



# IT'S THE STYLING GEL, STUPID

Directing music videos is easy, because there are only two types of shots. The ones showing all five guys dancing and posing, and the close-ups of each member pretending to feel emotion. Here's a handy guide to the poses you'll need to put in every one of your videos:



Squatting In A Deep Knee Bend (AKA The "Taking A Dump In The Woods" Pose)



Holding Both Fists Up Next To Your Face While You Scrunch Up Your Face (AKA The "Which Hand Has The M&M?")



All Five Boys In A Circle. Three Stand Still While The Other Two Switch Positions (AKA The "Red Rover, Red Rover, We Call Jordan Over" Pose)



Straddling A Chair Backwards (AKA The "So I Like Rubbing Against Chairs, Is That So Wrong?")



The "Leaning Over And Making A Face Into The Camera" Pose. (NOTE: This one is great for conveying a totally wild sense of humor. After all, what could be funnier than getting too close to a camera lens? Har har! Priceless!)



The "Sadly Turned Away From The Camera" Pose (NOTE: This one conveys tremendous emotional impact — and is great for when one of the boys has a juicy zit on one cheek the day of filming)



The "All Five Guys Looking Down At The Camera" Pose



The "All Five Guys Looking Up At The Camera" Pose



### BONUS TIP:

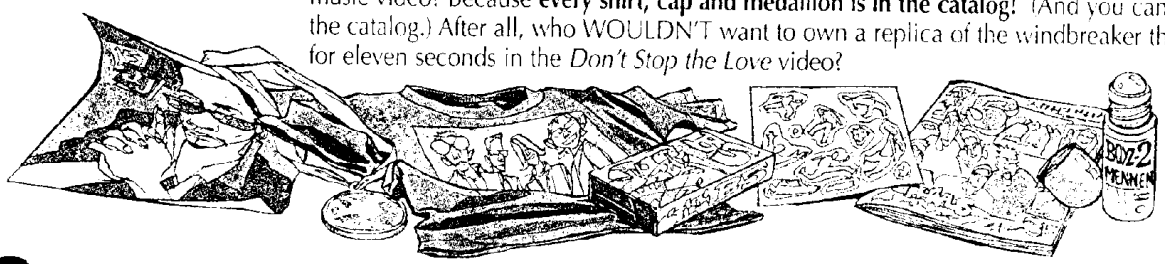


For your cheap concert videos, have several shots of all the girls in the audience choking for air with tears streaming down their faces by pumping onion fumes into the crowd! Raw sewage under the seats also gets those sinuses flowing!

# EVERYTHING IS FOR SALE

You know when boy bands appear on TV and say "it's all about the music"? That's a load of Backstreet Bullcrap! Most bands don't make squat on the music. It's all about the merchandising, baby! Your potential for sweet, sweet profit is limited only by your imagination and inconvenient sense of morality!

Posters! T-shirts! Videotapes! Stickers! Why do you think the boys make sixteen clothes changes per music video? Because every shirt, cap and medallion is in the catalog! (And you can charge \$9.95 for the catalog.) After all, who WOULDN'T want to own a replica of the windbreaker that Howie wears for eleven seconds in the *Don't Stop the Love* video?



# IT'S SO HARD TO SAY GOODBYE TO YESTERDAY

And when the act goes sour, schedule a "concert tour" to a certain country with non-poled organ donor laws. You can get a lot more cash than you might suspect for five healthy livers and ten kidneys...



### BONUS TIP:



...Just make sure the boys' plane tickets are one-way.