

Inspirational Journal

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Infomercial Queen?

By Jane L. Wilcox

The old saying “hitch your wagon to a star” often implies a sure road to success. It also suggests following in someone else’s footsteps. From small-town girl to big-city boss, Nancy Marcum realized during her initial breakthrough, she was the one who had to become the star in her own right. Developing, nurturing, and relying on her inner strength is the primary reason that Nancy’s career survived the rocky road through the Milky Way.

A series of “training grounds” provided the platform for Nancy’s launch into a world of paid programming television production. Unethical behavior, get-rich-quick schemes, and unscrupulous managers dominate this field. Nancy would be the one to change this.

It all started in the summer of 1982, when Nancy heard a charismatic speaker with contagious enthusiastic ideas about how to get rich in real estate. That man was future millionaire Paul Simon. With Nancy’s vision and hard work, Paul worked his oratory magic on crowds all over the country for more than two years. When Paul showed signs of burning out, a new idea hit. Why not tape his two-hour seminar, turn it into a commercial, and air it on cable TV? The word “infomercial” was still unknown. The Simon video was two hours long, and the product was a \$295 real estate get-rich package. Paul Simon became a multimillionaire, and Nancy’s new focus was the art of producing Paid Programming.

Through a basic set of values drilled into her from an early age, she focused on putting her clients first and helping them realize her dreams. Clients come to her with an idea and she works with them hand-in-hand, helping them every step of the way, through market values to scripting out an effective production.

Three years ago, Nancy performed a professional and personal merger with husband Joe Acker of Acker Advertising. They were to become a dynamic duo, providing all facets of media services for their clients. This was an exciting new addition for Nancy Marcum & Associates.

The merger almost did not take place. One night, Joe was experiencing pain in his chest, yet dismissing it as “nothing”. Nancy insisted that he go to the doctor, and drove him herself. Nancy credits her keen intuition for literally saving Joe’s life. Right there in the doctor’s office, Joe was having a heart attack. The experience brought them closer together, and they wasted no time with the wedding. Nancy’s thoughts were “live for today, think about tomorrow when it comes”.

The Nancy Marcum & Associates client list reads like a “Who’s Who” among infomercials. From Susan Power’s “Stop the Insanity”, Jake’s Hip and Thigh Machine, Perfect Abs, Power Rider, “Larry North’s Great American Slim-down”, Microwave Microwave Cooking, Men are from Mars, TFAL Ingenio Cookware, SmartStacks, Radiant Health, to the FlavorWave Oven. She maintains exclusive contracts with TNN and has preferred status with Lifetime television, the Food Network, and CBS Cable.

Nancy’s “can-do ANYTHING” attitude has earned her the reputation of the “Infomercial Queen”. She directs her focus to positive outcomes and refuses to allow daily challenges to influence her. Who wants to be a millionaire? Call Nancy Marcum at 602-952-8558 to have your dreams realized.