



## The Hollywood Sales Checklist

I see it all the time.

Clients of mine spend lots of time and money on Search Engine Optimization (SEO), display ads, and affiliate sales, just to drive traffic to their sales offer. And then, when their prospect arrives at their sales page, the prospect reads about 2 paragraphs of their sales pitch, or watches 2 minutes of their sales video...

And leaves. For good.

If you have bad sales copy, all traffic will do is get a lot of people to quickly realize how uninterested they are in what you have to say.

What good is having lots of traffic, if your sales copy isn't converting customers?

If you're going to invest all that time and energy into driving traffic to your marketing message, make sure each and every word in your message is the best it can be at:

- Engaging your audience
- Entertaining your audience
- Driving an emotional response in your audience
- Persuading your audience of your point
- Convincing your audience to buy

Improve the story you tell in your marketing message, and you'll improve all of those items. You'll engage, entertain, drive emotion, persuade and convince prospects to become customers.

The best way to improve the persuasive power of the story you tell in your marketing message is to look to the best storytellers in the world for advice: Hollywood writers.

I've been in marketing for 20 years, and when I started using the tricks and techniques I learned from Hollywood writers to improve the persuasive power of the marketing messages I was developing for my clients, sales exploded. (I've gone on to use those same techniques to become a Hollywood writer myself, writing and directing the award winning movie, *Play The Game*, starring Andy Griffith and Doris Roberts. [www.playthegamemovie.com](http://www.playthegamemovie.com))

Science has proven the power of using these tricks. A cognitive psychologist did a study comparing how well people remembered things told to them in a straightforward, factual, way, versus how well they remembered things told to them in the form of a more compelling story.

Which format do you think caused people to remember more?

It was the story.

But that's not the **WHOLE** story. The most interesting thing about the study, is by what percentage telling these facts in a story increased the likelihood that people would remember them. What would you guess?

A 10% increase? A 30% increase? A 90% increase?

Would you believe that, if a fact is anchored in a good story, **it is TWENTY TIMES more likely to be remembered?**

Not twenty percent more likely, twenty **TIMES** more likely.

That's a pretty powerful tool to use in your marketing. And it's a very easy tool to use.

And it just got even easier.

The checklist that follows is meant to help you quickly identify areas of your marketing message that you can improve, and to put in your hands the tools and tricks you need to easily improve them.

This is the same checklist my staff and I use to assess any marketing message we edit or create, and to improve it in a methodical, step-by-step manner. It was developed in conjunction with our larger Hollywood Sales System ([www.hollywoodsalessystem.com](http://www.hollywoodsalessystem.com)), as a "cheat sheet" to make sure that every strategy and tactic developed as part of the full system would be integrated into every marketing message our clients developed.

Take all your marketing messages and walk through this checklist with each one, and it will help you identify lots of ways you can make easy improvements to your script that will result in **BIG** improvements in sales.

Best Regards,

Marc Fienberg  
Hollywood Sales System

## THE HOLLYWOOD SALES CHECKLIST.

### Getting in the zone

- Realize you have the skills to improve your script.

You don't need to be a Hollywood writer or famous movie director to improve your marketing messages. You don't even have to be that creative. You just need to know, understand, and then utilize the techniques below.

- Remember that you can quickly and easily increase sales... with just words.

With just a few simple words, you could increase the persuasive power of your marketing significantly, resulting in more sales and more revenue. Make more money just from a little bit of writing? Pretty powerful, huh?

- Remember the success stories of using storytelling tricks to improve marketing messages.

One of the best examples lately is the video for a company called the Dollar Shave Club (<https://www.youtube.com/watch?v=ZUG9qYTJMsI>). Just one two minute video that told a VERY compelling story resulted in over 10 Million views and millions of dollars of revenue for the company. THAT'S a powerful story.

## Strategy

- Figure out your Value Proposition.
  - Answer this question: WHO is your product for?
  - Answer this question: WHAT does your product do for them?
  
- Figure out your Unique Selling Proposition.
  - Answer this question: WHY is your product the best?
  
- Use your strategy to custom tailor your marketing messages around this focus.  
Build stories tailored to WHO you're selling to, WHAT you're selling, and WHY your product is the best. Particularly WHY your product is the best.
  
- Build a "Give, Don't Get" strategy.  
Focus your overall strategy around GIVING something of value to your customers, be it information, entertainment, or something else. Don't focus it around GETTING them to learn about your product, or GETTING them to buy your product. The "getting" comes later. If you need more convincing that a "Give, Don't Get" strategy is key, check this link out:  
<http://www.storymarketingstrategy.com/blog/the-key-to-marketing-your-business/>
  
- Determine the right type and style of message to deliver.  
All the different factors of your business situation, including the industry you're in, will determine what type of message you deliver: a sales letter, a demonstration video, a testimonial, or something completely different.

## Character

- Make your marketing message about people, not products, benefits, or features.

This may be the number one thing that makes people care about your message the most. They'll care much more about a person with a problem that is solved with your product, than just a problem that is solved with your product.

- Find interesting characters for your marketing message, fictional or real.

It's not enough to just have your message be about a person. Make sure that person is interesting or unique in some way.

- Build up that character's personality in your marketing message.

Let the character's true personality shine through, and people will care more. Sometimes, this becomes the aspect of your marketing message that people use to make their purchase decision, despite the fact that it has nothing to do with your product or unique selling proposition. It's why we hire celebrities as spokespeople for our products.

- "Tell Your Why."

If your character can explain in clear and convincing terms WHY it is that he cares so much about the product, and WHY it is that he's selling the product, it's an amazingly powerful way to earn your prospect's trust, and persuade them to buy.

- Find your Why.

It seems like it should be easy to find your Why, but if you think your Why is just "to make money," you're still lost. Figure out your Why before moving on.

## The Story Structure

- Include some "GIVE" to your audience every 30 seconds.

Make sure that your marketing message includes something for your audience, a piece of information or entertainment, every 30 seconds of reading time (if it's a text message) or watching time (if it's a video).

- Make sure your marketing message follows a three-act structure.

Every story you include in your marketing should have a beginning, middle and end. Said differently, it should have a problem, details of why it's such a big problem, and the solution.

- Determine Act III first by asking yourself this question: What is the solution to the problem?

This is typically the easiest part, and the answer should almost always be "your product!"

- Determine Act I next by asking yourself this question: What is the problem that my product is solving?

This is, hopefully, the same problem your prospects currently have, so you want to make sure you define it in terms that your prospects can identify with.

- Determine Act II next by asking yourself this questions: What happens to people that DON'T solve this problem?

This question will help you get at the heart of why the problem is so bad, and why it's so hard to solve.

## The "Start Strong" Opening

- Make sure the first five seconds of your marketing message are a "Start Strong" opening.

You have to Start Strong to grab people's attention and get them to decide to read or watch your message. If you get this part wrong, nothing else matters.

Check out this post for more information:

<http://www.storymarketingstrategy.com/blog/start-strong/>

- To find a "Start Strong" opening try three different methods:

- Identify the most shocking or surprising aspect of your product.

Review your marketing message and everything surrounding your product, pick the most shocking or surprising point, and put it right up front.

- Use a "flash forward" teaser opening.

Find a shocking or surprising point that comes later in your marketing message, and mention that point in general terms in your opening, so that you entice your audience to keep reading or watching until the specifics of that point are revealed.

- Use a "cliché reversal" opening.

Determine the biggest marketing clichés in your particular industry, and then turn them on their head by parodying them in such an extreme example that people just can't look away. This particular method is hard, but it gets attention fast, it surprises people, and it earns their trust.

## **Strong Middles**

- Insert a compelling metaphor into your story.

The metaphor is the holy grail of storytelling. The most powerful and useful trick there is. If your product itself isn't interesting or exciting, you can make up for it simply by finding an interesting, exciting metaphor to connect to your product.

- Use the top-down or the bottom-up approach to generating a good list of metaphors for your story.

- Add color to your marketing message using one of the four primary tactics:

- Add color by amping up turning points.

Find the turning point in your marketing message (the point where your problem begins to be solved) and accentuate it. Milk it for all its worth. Add as much color, detail, and excitement as possible to that point, because that's where your sale starts.

- Add color by amping up tough choices.

Find the tough choices in your marketing message (the points where your characters are coming to big realizations or making decisions) and accentuate these points as much as possible.

- Add color by adding subtext.

Find the "hard sell" areas of your marketing message, and replace them with subtext that's just as persuasive, only in a more inconspicuous manner.

- Add color by making it personal.

Make every part of your marketing message reflect your own personal style (not what you think sounds "professional"), and add in personal information that's relevant to your target market. And don't forget to speak to your audience in a voice and tone that THEY are comfortable with.



## **Great Endings**

- Use a setup and payoff to end your marketing message.

Give your audience an unexpected reward at the end of your marketing message by finishing with a nice payoff that was setup earlier. It ends your marketing on a high note and makes it MUCH more memorable.

## **Focus Your Marketing Message**

- Focus your entire marketing message.

Cut out all the fat from your marketing message by keeping only the things that make your message MORE compelling and SELL your product, and cutting everything else. This is usually the HARDEST part of the whole process for most people, but getting good at this can have a HUGE impact on your conversion rate. If you need help here, ask about our tried and true, twelve-step program for focusing your marketing message, The Hollywood Quick Sales System.

**The Hollywood Sales Checklist is a summary of our Hollywood Sales System, which includes 4 hours of instruction and step-by-step processes detailing each and every point on the checklist.**

**If you'd like more information about the Hollywood Sales System, go to:**

**[www.hollywoodsalessystem.com](http://www.hollywoodsalessystem.com)**

## About Story Marketing & Strategy

What's your story?

Our story is that we work with businesses to help them get and convert more customers. And all of our strategies and methodologies to do this are built around the same core tactic: **building a relationship with your customer.**



**The good news: It's never been easier** to build relationships with customers on a mass scale.

The bad news: **Most businesses still don't do it well.**

We have a systematic approach to marketing, sales, and strategy, and it's not about hard-sell tactics, exaggerated product claims, or fancy advertisements. Those tactics used to work, but they don't anymore.

**It's about playing to your strengths.**

It's about figuring out the real reason your customers pay you to get the product or service you're giving them, and then sharing that story with the world.

**The better you tell that story, the more customers will want to do business with you.**

It ain't easy. But we can help.

We can help you figure out what your strengths are, and how to tell a compelling story about them. We'll show you how to develop new prospects in mass numbers, and provide them so much value that **they convert into customers in droves.**

We'll either show you how to do it yourself, or do it for you if you'd prefer. Either way, we'll set you up with **marketing messages that tell such a great story, that customers will come to YOU.**

That's OUR strength. That's OUR story.

**Let us help you tell YOUR story and convert more customers.**

Email us at [info@storymarketingstrategy.com](mailto:info@storymarketingstrategy.com) or visit us at [www.storymarketingstrategy.com](http://www.storymarketingstrategy.com).