

# Can you win more sales using the magic of the movies?

The words you use to describe what it is you and your business does either gets people interested or turns them off.

You only have a few seconds to solve this problem.

So, it pays to get your message simple and crystal clear in your mind and in everyone in your Company's minds too.

Preparation is the key...

The most successful companies and products use words in a way that grabs attention rather than confusing or boring their audience. They use a framework that has developed over thousands of years and now supports £multi-billion industries – this **story-framework** determines the success of a movie, a book and your marketing message too.

How do you quickly and clearly communicate your Company's offer (marketing message) in a way that grabs attention rather than turning people off?

Here are a few insights, tools and exercises to help you take the next steps to 'nailing' your message in a way that helps you win more sales, revenues and profit.

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**STOP** thinking that your company and your products are the hero of your story

**START** making your customer the hero of your story (and you as their guide)



## Movie Magic Marketing

Support tools and resources

### 1. The one 'BREAKTHROUGH QUESTION' you must ask to help you...

Feeling confident about the way you describe what your Company does, and what your products and services do, is vital if you and your team are to find the most buyers and win the most sales.

Get your messaging wrong and the risk of lost sales is very high.

The '**Storybrand**' framework helps you work out what it is you should be saying, based on the science of story-telling developed over thousands of years and fine-tuned to perfection in the movie and publishing industries (with £billions in revenues every year).

Your answer to this question signposts the clarity (or lack of) and the simplicity (or lack of) about your Company's message:

How do you quickly and clearly communicate your Company's offer (marketing message) in a way that grabs attention rather than turning people off?

Where is the value in this question?

The value in this question lies in knowing you have worked out the best way to describe what it is you and your Company does – or knowing that you need to do some work on getting your 'story' right.

The Bitesize Business Breakthrough that accompanies these tools and the exercises and insights you have below will help you work out the best way to describe your offer.

### 2. Assess the standard of your marketing messages against the guidelines of the story framework...

How do you know your marketing messages are cutting through the white noise of clutter your customers have to deal with every day?

This exercise will help if attempted after reading the Movie Magic Marketing Bitesize Business Breakthrough'

Why not get your team involved? Get them to read the Bitesize Business Breakthrough and then follow up with the exercise below to create a healthy dialogue from which everyone can learn. What you'll find is that engaging early with your team on this will make implementation much easier and faster later.

Here's a series of questions you can ask when reading or hearing the messages you send out to customers:

1. How <b>simple</b> (or complicated) is your marketing message to your customers?	Score:	<b>Complicated</b>	<b>1 2 3 4 5 6 7 8 9 10</b>	<b>Simple</b>
2. How <b>obvious</b> is it that your customer is the hero of your company's marketing messages and offers?	Score:	<b>Unclear</b>	<b>1 2 3 4 5 6 7 8 9 10</b>	<b>Totally obvious</b>
3. How <b>relevant</b> to your 'hero customer's ability to thrive or survive is your offer message?	Score:	<b>Irrelevant</b>	<b>1 2 3 4 5 6 7 8 9 10</b>	<b>Relevant</b>
4. How <b>clear</b> do you define and communicate your customer's problem or challenge?	Score:	<b>Unclear</b>	<b>1 2 3 4 5 6 7 8 9 10</b>	<b>Crystal clear</b>
5. How <b>obvious</b> is the 'villain' in your story (remember there are 3 levels of villain)?	Score:	<b>Hidden</b>	<b>1 2 3 4 5 6 7 8 9 10</b>	<b>Totally obvious</b>
6. How <b>clear</b> is your role as 'sage' or 'guide' in your story message?	Score:	<b>Unclear</b>	<b>1 2 3 4 5 6 7 8 9 10</b>	<b>Crystal clear</b>
7. How <b>easily</b> can a new employee say your message?	Score:	<b>Hard</b>	<b>1 2 3 4 5 6 7 8 9 10</b>	<b>Easy</b>

Add up your score from a selection of customers and team members and you'll see whether you're scoring more than 50. If you're not at 60+ it's time to have a look at your lower scores and revisit the story framework to improve your marketing messages.

Getting several of your team involved and giving you a 'cut through the clutter' score will stimulate healthy debate and then action to improve your score by 5 points or more.



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### 3. Be your hero's trusted guide...

Blatantly place your customer as the hero in your Company's story and marketing messages and your Company, products and services become their trusted guide...

In order to be your hero's trusted guide you need to show the following traits:

**Empathy** and **Authority**

**Understanding** and **Believability**

**Caring** and **Credibility**

Empathy, understanding, caring about the challenges, issues, problems experienced by your hero positions you as someone your hero-customer wants to work with.

Your company and your products role as guide or mentor, helping your hero-customers resolve their issues (defeat the villain!) will make you stand out from your competition and attract more sales.

### 4. Using the Story-Framework to make your marketing work better:

Four Oscars and many other awards tell a tale of success about the movie 'The King's Speech'. Partly because all the elements of the story-framework are crystal clear in the film.

- King George to-be is the **hero**
- A speech impediment is the **villain**
- A speech therapist is the **guide**
- The steps leading to the big speech are the path (**plan**)

These four elements make The King's Speech a most watchable movie and show us the path to applying the framework to our marketing messages.

Think of Star Wars, Titanic or The Jungle Book and you'll recognise the same framework with different characters:

The same story-framework helped the used car dealer 'CarMax' set a new standard...

Some elements are more obvious than others but it's worth you having a go filling in the blanks

Framework	The King's Speech	Star Wars IV – A New Hope**	The Jungle Book	CarMax	Your business
The Hero	George	?	Mowgli	Their Customer	Your customer
The Villain	Speech Impediment	?	Shere Khan (and Kaa)	?	?
The Guide	Lionel Logue (the speech therapist)	?	Bagheera (and Baloo!)	?	?
The Plan (or the journey)	Insights; Skills; Practice; The Coronation speech; 'The' Speech!	?	From the jungle to 'the village'	?	?

Here's the CarMax website to help you fill in their boxes -

<https://www.carmax.com/why-carmax>

\*\*Each Star Wars movie has unique differences in the Story-Framework (and some similarities) – feel free to explore these differences if you're a Star Wars nerd! Or choose your favourite movie and spot the framework at work – Toy Story 3 is an easy one if you know it – The Hunger Games is another clear and obvious movie. But then every successful movie will have all four elements at work, including the biggest selling movie of all time...

### 5. Apply the framework to the biggest-selling movie of all time...

The biggest revenue grossing movie of all time is 'Titanic.' An epic love story with (not surprisingly) all the elements of the story-framework described in Donald Miller's book '*Building A Story Brand*'.

If asked who is the hero character in 'Titanic', you might wonder whether it's Jack Dawson (played by Leonardo De Caprio) or Rose DeWitt (played by Kate Winslet)?

Who would you say is the hero and who the guide in this landmark movie?

Having already used this framework in the section above, now have a go with 'Titanic'...



Framework	Titanic
The Hero	?
The Villain	?
The Guide	?
The Plan (or the journey)	?

It's worth checking out the unpicking of the Titanic movie story and recognise all the elements and how smart James Cameron was in creating this 'oh so successful' movie – [go here](http://bit.ly/titanicstory)

Here's the conclusion of this brief (2.5 pages) report on the story-framework used in 'Titanic':

*"...the film conforms to the highly successful formula that guarantees an empathetic response from its viewers, while presenting issues, such as feminism, that make it both refreshing and appealing to a modern audience.*

*Thanks to the combination of a tried-and-true formula, and a creative spin, Cameron was able to produce a film that reached mythic proportions in its own right."*

**Isn't this the sort of response you want to you marketing messages? Combine a tried-and-true formula and add your spin on it for your business and your customers.**

### 6. How to lose £37million of your own money almost overnight – choose the wrong hero...

It should have been a monster success.

Jay Z, Madonna and other A-list artists backing a streaming service to compete with the corporate big boys – Apple and Spotify.

But Jay Z chose the wrong hero.

Like it says in this brief but to-the-point article:

*“Jay-Z made himself and the (other) artists the hero of the story, and the subscriber was just along for the ride”.*

Knowing how a successful story-framework works could have saved Jay £37m and saved Tidal too. But they thought they knew a better way – here’s the full story

<https://www.juliapizzolato.com/never-heard-of-jay-zs-streaming-service-tidal-heres-why/>

#### ***Make your customer the hero***

Who is the hero in your company’s story?

Your customer.

Only ever position your customer as the hero.

You, your company and your products and services are the guide, sage, mentor or coach for your hero-customer.

Check out the customer videos at this DIY Kitchen provider and you’ll see how they have positioned their customers as the heroes by having them describe their kitchen project in their own videos (very clever):

<https://www.diy-kitchens.com/customer-reviews/>

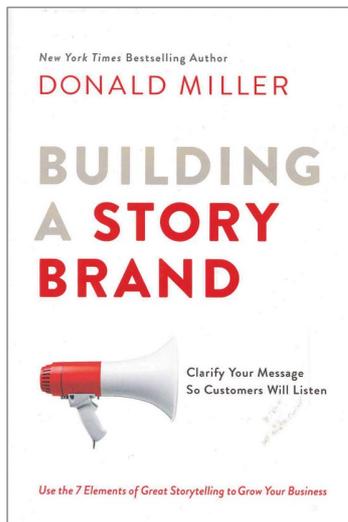
**Empathy** and **authority** show up loads on their website and so the DIY-Kitchens company have positioned themselves as a guide to anyone wanting to build their own kitchen.

However, you might have a look at how DIY-Kitchens have failed to clearly map out their customer’s path to purchase – what would you suggest they do to make their customer’s stepping-stones to buying clearer and more obvious?

Once you’ve critiqued their site now look at your marketing literature and website to see how you can improve your use of the story-framework process.

### 7. The book and other resources

To get help on marketing your business at an even deeper level – check out this brilliant book by Donald Miller on – ‘Building A Story Brand’.



Donald Miller's 'Story Brand' process is a proven solution to help business leaders who want to talk confidently about the value of their business and their products.

This revolutionary method for connecting with customers provides readers with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services.

The Wall Street Journal said: “Building a Story Brand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.”

Here is a link to buy the book: <http://bit.ly/StoryBrandBookDM>

Here is Donald Miller, brilliantly describing how to use your marketing message to engage your customers, in under 2 minutes...



<https://www.youtube.com/watch?v=5VqyMyOe0Xw>

And if you want to watch Don Miller for 30 minutes on taking you through his framework so that you and your business can be sure of using the right words to describe what it is you do, check out this interactive video <https://youtu.be/HFergl0UOAs>