



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

In its first 3 days 'Frozen 2' the movie beat all cinema box office records.

£277million over one weekend in 2019 – more sales than any animated movie ever, including all the Toy Story movies and The Incredibles too.

But what has movie success got to do with your company's sales and marketing results?

Everything it seems!

## Is your offer strong enough?

Have you ever wondered if you've got your company's offer as strong as you could?

Have you ever doubted the words you've used to promote your products and services?

Or have you ever read your website words and wondered if you could be using more powerful language and messages to win more sales?

## Use the value of a story...

In 2018 people worldwide spent £32billion visiting the cinema. In 2019 even more revenue came from streaming (through Netflix and Amazon Prime).

All because the human race loves



and responds in their millions to a well-constructed story.

How is your company's story structured?

## In a nutshell

Have complete confidence in the marketing offer of your products by putting to work a rock-solid and proven story-framework you find in every successful movie.

## A proven solution for you...

Make your marketing message quick-and-easy-to-understand by using a story-framework that's stood the test of time.

Get clear on who the hero is, who's the guide, who's the villain and what the plan is for your customer.

## Avoid 2 of the biggest marketing mistakes...

Our brains are hardwired, above all things, to help us survive and thrive.

Scarecrow, Tin Man and Lion all survive in the Wizard of Oz. Dorothy makes it home too!

One big reason movies are so popular is because they're all about our primitive need to survive and thrive. It's also why we are willing to watch a movie more than once!

Without us even consciously thinking about it, our brain helps us (and the people we care about) get ahead in life. Your customers want the same.

If you talk about the history of *your* company and the size of *your* premises or how many regions *you* sell in, your customers will switch off. They'll leave your website. They'll go elsewhere. So...

...if you want to connect with your customers, stop blasting them with unnecessary noise.

1. If the words of your product offer fail to show that you can help your customers survive and thrive – eat, drink, find shelter, be accepted, fall in love, bond with a tribe, experience a deeper sense of meaning or stockpile food in case of Armageddon! – then you’ll lose.
2. And why make your offer too complicated? Make your offer simple and easy-to-understand or you risk confusing your customers and force them to switch off from your offer.

## King George shows the way

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 – see the exercise in the downloadable tools to help.

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

## Time to trust a used car salesperson?

If you’ve ever walked onto a used car dealer site, you’ll know the feeling.

You expect to do battle with the salesperson when all you want is for them to leave you alone ‘til you’ve had good look around.

So how have CarMax turned into a £10billion business selling used cars in the USA?

Because they’ve worked out that their customer is the **hero** of their story (*not their salespeople*).

They’ve also worked out the **villainous problems** that any buyer of a used car may experience (being lied to, cheated or misled when buying a used car).

And they’ve worked out how they can help their hero-customer overcome their problems (and be their **guide**).

Lastly, they’ve made the path (**plan**) their hero-customer needs to take to buy a used car clear, simple and obvious.

## But where do you start?

Start with the right hero!

**The hero of your story is your customer (not you!).**

When your customer recognises themselves as the hero they are already hooked into your message like never before.



## Every hero has 3 problems...

Every hero has a problem – disarm a bomb, win someone’s heart or defeat a villain!

As Donald Miller shows, in his outstanding book ‘Building a Story Brand’, your business must clearly show that you understand the three levels of your customer’s problem:

	Tesla	The King’s Speech
External problem	I need a car	Speech impediment
Internal problem	I want to be seen as a user of new technology	Self-doubt about leading his people
Philosophical problem	Helping save the planet	Need to unify his people to defeat Nazis

What’s worth taking seriously here is Miller’s insight that:

**“Companies tend to sell solutions to external problems, but customers buy solutions to internal problems”**

Be sure to talk about your hero’s (customer’s) external **AND** internal **AND** philosophical problems.

Apple became so successful partly because they solved an external customer problem – “we need to use technology”, but mostly because they solved the internal customer problem – “we feel intimidated by technology”.

Apple made ‘tech’ easy for non-techies and marketed their messages about ‘enjoying life’ and ‘expressing yourself’. Apple became the first \$1trillion company!

## Position yourself as your customer’s guide...

The streaming service, Tidal, lost Jay Z (American Rap superstar) a personal fortune (£37million), because it positioned itself as

the hero – see the download tools for more on this story. But, as Miller says...

**“...human beings wake up every morning self-identifying as a hero. They are troubled by internal, external and philosophical conflicts, and they know they can’t solve these conflicts on their own.”**

Position your company and products as your hero-customer’s trustworthy guide.

**“People trust those who understand them, and they trust (companies) that understand them too.”**

Your path to being seen as a trusted guide to your hero-customer is by being ‘caring and credible’. Talking of paths...

## Make the hero’s path clear...

**“In nearly every movie you can think of, the guide gives the hero a plan.”**

Gandalf maps out the path for Frodo in Lord of the Rings.

In business we need to give our hero-customer the clear and obvious stepping-stones to buying from us. Your marketing must answer your hero-customer’s question:

**“What do you want me to do now?”**

To answer, you simply do what a good guide does – give your hero a clear path – describe the steps to buying.

1. Order a free sample
2. Book an appointment
3. Design your kitchen together
4. Agree installation date

And then make it clear and obvious what they do to pay you!

Get your plan right and your hero responds with:

**“Oh, I can do that, that’s not hard.”**

And then they click your equivalent of ‘Buy Now’.

The plan you’ve now got for using the magic of the movies in your marketing is:

1. Make your customer your hero
2. Be clear on the hero’s 3 problems
3. Make yourself the guide
4. Provide a clear path to ‘Buy Now’

## TIME TO DISAGREE

### “Shouldn’t my products be seen as the solution to our customers’ problems not as a guide?”

Yes, customer problems have to be resolved and your products are involved.

But the positioning of your product in your customer’s mind matters.

Before iPhones existed, Apple products helped millions overcome the intimidation they felt dealing with technology. Apple’s marketing showed their technology helping people to express themselves – the customer was the hero, the kit was the helper (the guide).

How do you apply this story-framework thinking to your products or services?

### “Nobody in my industry uses the story-framework to promote their services – won’t I be setting myself up for an embarrassing fall?”

Standing out from the crowd and doing something different can feel uncomfortable. But as the saying goes:

*‘Fortune favours the brave...’*

But you’re on safe ground using the four-part story-framework. The structure of a successful story is a universal and ancient principle – many studies have shown the core elements of a good tale.

So why not work out how to test the story-framework?

## Use the Business Bitesize Support Tools And Resources

to help you make the most of this edition of Business Bitesize – go here: [www.businessbitesize.com/pentlands](http://www.businessbitesize.com/pentlands)

**Your feedback is important to us.** We’d love to know what you think of this edition of Business Bitesize and how you use it or plan to use it. Also we’d welcome your suggestions for future editions of Business Bitesize. To give us your thoughts please use the simple feedback form here: [www.businessbitesize.com/pentlands](http://www.businessbitesize.com/pentlands)

- Start by re-writing the home page of your website and (before going live with the new version) ask your people to let you know which one they think works best
- Do the same for your sales literature and discuss the elements with your salespeople
- Test your new marketing message with just one salesperson and gauge your customers’ response

### “Please tell me more”

Put this story-framework to use in your company’s and product’s messages and you’ll no longer be lost for (the best) words.

Donald Miller’s story-framework will give you complete confidence about all the information you share with your customers.

It’s worth remembering that:  
*“facts tell and stories sell!”*

It’s worth diving deeper into Miller’s work by getting a copy of his book.

One recommendation (by Dave Ramsey – author) captures the book’s value brilliantly:  
*“...Miller has captured the process to make your marketing pierce the white noise of the most overserved marketing generation in history.”*



**Get Your Bitesize Support Tools Now**



## 4 helping hands for you...

A proven framework or route-map will help in different areas of your business, for example the ‘Six Sigma’ framework to improve quality processes, or the ‘Lean’ framework to help with cost reduction/waste management.

And now here’s the ‘story-framework’ to help you improve the results of your marketing messages.

1. **Be sure to make your customer the hero of your company’s story (offer), not you!**
2. **Be clear and simple about the problems (the villain) that your company and products help your hero-customer overcome**
3. **In your story (offer), be sure to position your company or your product/service as your hero-customer’s best guide or mentor**
4. **Make sure your marketing messages give your hero-customer a ‘path of hope’ for resolving their problem – in business we call this a plan!**

### ULTIMATE ARGUMENT:

**“How do I know that using the story-framework for constructing my marketing messages will pay off for my business?”**

If getting clear on their story can help build a £10billion used car sales company like CarMax, in one of the least trusted industries in America, then it can help you and your business too.

And because the book industry, the movie industry and the streaming of movies and ‘box-set’ series adds up to almost £150billion in annual sales, it’s hard not to take the power of storytelling seriously don’t you think?

In the end the story-framework is simple. It’s a framework you can easily put to work and test whether it pays off for your business, so why not give it a go?

**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)



## Your next steps:

If every successful movie uses this story-framework and successful companies like Apple, CarMax and Tesla use the story-framework also, you can too.

Have a look at your website and see if the words and images you use position your customer as the hero of the day.

Does your marketing material position you, your company or your product as the helper or the guide for your hero-customer's success?

And how clear are you on your hero-customer's external, internal and philosophical problems before showing them how you can help overcome them?

Buying is risky! Does your marketing clearly show your customer the path they can take towards buying – make it easy and obvious for them to buy?

## Too valuable to ignore...

...this 4-part story-framework plan for making your marketing messages more appealing to more people is as 'old as the hills'. Just as Apple, Tesla and CarMax put them to work, you too will see them work.

## More tools and information for you:

Download the supporting tools and resources for more help on using the story-framework in your marketing and selling – use the URL link in the box below.

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

And why would any business owner or any marketer ignore the powerful marketing insights that result in almost £150billion worth of storytelling sales a year – books, movies and streaming services?

Many thousands of business owners and marketers have overcome the frustrations and worries of disappointing sales results by applying this proven story-framework and have seen their marketing improve and sales increase.

You can build complete confidence in your company's marketing messages by applying this 4-part story-framework plan to your marketing:

- 1. Be sure to make your customer the hero of your company's story (offer), not you!**  
Too many marketing messages make the product or the company selling the product out to be the hero of the day – and they fail to reach their full sales potential as a result.
- 2. Be clear and simple about the problems (the villain) your company and products help your hero-customer overcome...**  
Be clear on the external, internal and philosophical problems you're helping your hero-customer resolve or overcome, and your messages will succeed like King George succeeded in 'The King's Speech' movie.
- 3. Position your company or your product/service as your hero-customer's best guide or mentor...**  
Work on sharing both empathetic (understanding) messages and messages with authority so that you're seen as a trusted guide or mentor.
- 4. Show your hero-customers a crystal-clear path to take...**  
Make sure your marketing messages give your customer a 'path of hope' for resolving their problem and make it as uncomplicated and obvious as possible – in business we call this a **plan!**

Check out the downloadable tools for more on these insights and skills – use the URL link in the box below.

**YOUR SUPPORT TOOLS ARE HERE: Go to the link below and you'll find a selection of practical support tools to help you better understand and use the story-framework in all your communications with your heroes (your customers).**

**Find the support tools to help you here - [www.businessbitesize.com/pentlands](http://www.businessbitesize.com/pentlands)**

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# 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.

## CONTENTS:

1. The one '**BREAKTHROUGH QUESTION**' you must ask to help you...
2. How good is your marketing message?
3. Be your hero's trusted guide
4. The story framework at work - exercise
5. Apply the framework to the biggest movie of all time...
6. How to lose £37 million of your own money almost overnight
7. The book and other resources

**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> 1 2 3 4 5 6 7 8 9 10	<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> 1 2 3 4 5 6 7 8 9 10	<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> 1 2 3 4 5 6 7 8 9 10	<b>Relevant</b>
4. How <b>clear</b> do you define and communicate your customer's problem or challenge?	Score:	<b>Unclear</b> 1 2 3 4 5 6 7 8 9 10	<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> 1 2 3 4 5 6 7 8 9 10	<b>Totally obvious</b>
6. How <b>clear</b> is your role as 'sage' or 'guide' in your story message?	Score:	<b>Unclear</b> 1 2 3 4 5 6 7 8 9 10	<b>Crystal clear</b>
7. How <b>easily</b> can a new employee say your message?	Score:	<b>Hard</b> 1 2 3 4 5 6 7 8 9 10	<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.



## Movie Magic Marketing

Support tools and resources

### 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/>

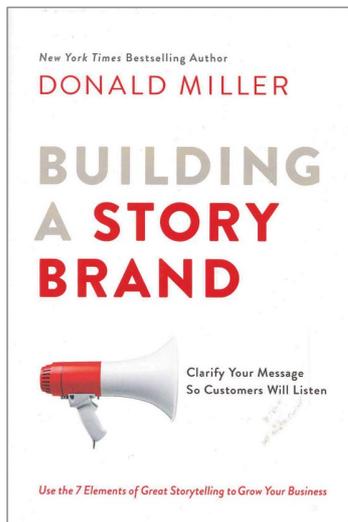
**Empathy** and **authority** show up loads on their website and so the DIY-Kitchens company have positioned themselves as a guide to anyone wanting to build their own kitchen.

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>