

Your Signature Story:

From Content Creator to Media Brand

How to Access and Leverage the
Power of Your Brand Platform in
Hollywood, Publishing & Publicity

Introduction

- Philippa Burgess, Partner at Los Angeles entertainment company Creative Convergence Inc.
- Our company works with writers and content creators including screenwriters, experts and authors, across various facets of entertainment and media including feature film, television movies, television series, new media, book publishing, public relations, platform development, public speaking and info-marketing.

Welcome

- Today's 70 Minute Preview Call
- Information on Upcoming Course
- 8 Preview Questions – #1 – 3
- Course Overview
- 8 Preview Questions – #4 – 8
- Email: course@creativecvg.com
- Registration:
www.creativecvg.com/yoursignaturestory.com

Your Signature Story Intensive Teleseminar Course

Starting:

This Saturday, March 29th through Sunday, April 13th

8 Sessions:

Saturdays 10AM – 12PM Pacific

Sundays 3AM – 5PM Pacific

Tuesdays 6PM – 7:30PM Pacific

Purchase:

www.creativecvg.com/yoursignaturestory.php

Questions 1 & 2

- * Why your signature story is important and how to communicate it powerfully and effectively through entertainment and media channels.

Your signature story is the most honest and authentic expression of you that is communicated through your work as a content creator. It is what powerfully resonates with people. In a narrative form it tells us something truthful about the human condition that the audience can connect with emotionally. In a prescriptive format it tells us how to be more effective and save time or money. How to communicate it powerfully and effectively along with the principles of branding is what I cover in depth in my course...but in brief – it's about understanding each medium, starting to get into public consciousness, and reaching critical mass. Everyone wants to know what it is they are getting and be able to sell it to someone else. They also are looking to be part of something successful or discover something that has signs for great "hope and potential".

- * How to brand yourself with all of your communications.

Find the messages that exists in the middle of "Who Are You?", "What is Your Mission?" and "Who is Your Audience?". Make sure your messages towards your different purposes and audiences are in alignment and then have all of your communications be consistent and responsible for communicating these messages. This includes your email address, email signature, business card, website, blog, mailing list, newsletter, short films, life experience, creative work, and professional profile.

Question 3

- * The five recent trends that have changed the face of movies, television, and publishing – and present you with more opportunities than ever before.

Feature film and Major Publishing houses find it is more expensive to produce and market – so there is greater emphasis on mass market and niche market. They are focused more on distribution and look for other partners for production, financing, and public relations. They want products that are branded, can attract high level talent, or have the ability to serve a specific target audience.

The expansion of the cable channels has created a whole new market for television movies and original series. They look for true stories, books and original scripts.

The industry is consolidating with more emphasis serving the clients, products and brands that are already working and profitable and while also always keeping an eye out for the next great idea, client or product to come along that already has a platform or a certain pedigree.

New media is giving everyone (including the major studios, networks and you) the opportunity to build their own platform and distribute their own content on the internet.

The internet has opened up the possibilities for lower marketing costs so there has been a proliferation of live events, festivals, and conferences and online resources that can help you better access Hollywood, Publishing and Media. All of these provide great forums to learn, network and meet the people you want to know.

Your Signature Story

Your Signature Story 8-Session Intensive

Are you ready to take your creative career to the next level by accessing and leveraging the power of your brand with Hollywood, Publishing & Publicity?

You'll Learn How to:

- Find your message
- Target a Medium and an Audience
- Create an Entertainment and Media Strategy
- Develop Your Platform and Create a Brand Identity
- Secure & Work with a Professional Team

Questions 4, 5 & 6

- * Why published books, ordinary people, and experts in their fields are sought after commodities.

Hollywood likes things that are proven in other markets or have a built in marketing hook. They like books, true stories and interesting people in unique situations. In television there is huge audience for non-fiction and reality programming that has created a need to more experts and personalities.

- * What your literary agent may not know about Hollywood that can help you take control of your film and television rights, with your agent or publicist's blessing.

Each of these industries can greatly benefit the other but both are particularly insular. There are only a few mutual points of contacts and for many professionals their access is limited to what they can achieve through specific go-to people. You would do well to do your own research and homework if you are looking to move a book to film or television. Build your own relationships and in-roads on both the publishing and Hollywood side.

- * How to assess if your material is a feature film, television movies, or television series.

Look at the budget; its concept; its platform; the arc of the story; and its characters.

First Weekend

- **Saturday, March 29th at 10AM Pacific** - Finding Your Signature Story & The Value of a Media Brand
- **Sunday, March 30th at 3PM Pacific** - Navigating the Business of Entertainment & Media
- **Tuesday, April 1st at 6PM Pacific** - Film, Television, Publishing Principles & Strategies

Second Weekend

- **Saturday, April 5th at 10AM Pacific** -
Creating Compelling Content: Your Angle,
Your Audience, Your Competition
- **Sunday, April 6th at 3PM Pacific** -
Navigating Hollywood & Beyond: Moving Your
Content Through Proper Channels
- **Tuesday, April 8th at 6PM Pacific** - New
Media, Marketing & PR Principles &
Strategies

Third Weekend

- **Saturday, April 12th at 10AM Pacific** - The Art of Celebrity: Find Your Audience, Know Your Medium, Build Your Platform
- **Sunday, April 13th at 3PM Pacific** - Your Media Brand: Relationships, Recognition and Responsibility

Register for Your Signature Story

- Register for the course at:
www.creativecvg.com/yoursignaturestory.php
- \$397 includes over 12 hours of lecture, Q&A plus Google Group, materials, discussions and handouts and being part of a dynamic community of content creators.
- No risk, there is a money back-guarantee if you try it and its not for you!

Questions 7 & 8

- * How to get in front of the right people in the right way.

Do your homework; build your community; ask for advice on the best approach over direct pitching; see if it is really a match; be personal and professional; and get referrals and use references whenever possible. Casually get and stay in people's line of vision. Pay attention to what they are doing and saying in a larger public sphere. Look to see what you can do for them or those in their sphere of influence. Be persistent while avoiding giving attitude or stalking. Don't be dull and don't be desperate.

- * The Three Reasons Hollywood Buyers Buy – What are they looking for? From whom? And what motivates them to commit to your project?

Competition, Branded Elements or Attachments, and Corporate Mandate

Thank You!

- I appreciate you joining us today. I hope you gained some useful new insights and renewed inspiration.
- I hope you will consider joining me for this next Your Signature Story Intensive. If you have any questions about the course please email me at course@creativecvg.com
- If you'd like to know more about the services of Creative Convergence Inc. please visit www.creativecvg.com

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