business bitesize
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# 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

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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 a 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.

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## 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:

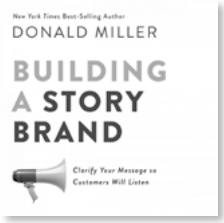
***'Fortune favours the brave...'***

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?

- 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**

## 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/businessVision to download these**

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# 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/businessVision**