



BARRY FRIEDMAN PRESENTS...

**SHOWBIZ BLUEPRINT**

MASTER THE BUSINESS OF SHOW BUSINESS

**PLATINUM CLUB**

PREMIUM CONTENT ~ UNLIMITED CONSULTING ~ WHITEBOARD SESSIONS





# Platinum Podcast

## Episode 25

90-Day Money Game  
Three Ways to Connect

# Connect Stage

- We're into the game – you feeling it?
- Are you thinking about it regularly?
- I trust that you are digging in - or in touch with me!
- The four stages are distinct and important
- I'm going to give additional guidance on each
- Today – the one that gets your game piece off of START



# Generic CVI - #1

- Think TV commercial – 30/60/90 seconds is PLENTY!
- For this game they are different than in SBBP
- We are only looking to connect and get to *Propose*
- Have fun with these – remember, this is a game
- We will learn so much from this – and book some gigs
- I cut down a conversation last week and...
- Let's look at 3 templates right now!



# Problem, Agitate, Solution

- Format of every successful TV ad – print and web, too!
- State it clearly in an engaging and emotional sentence
- List and unpack 1 long-term outcome from the problem
- Offer a solution (tangible - the ‘what’ not the ‘how’)
- CTA



# Overcoming Objections

- Stop their excuses by bringing them up in advance
- State an objection to the solution
- Talk about the 'kill' for the objection and make it incontrovertible. Focus on 'what' not 'how'
- Example of what happens if a company allows this objection to stop them from the solution.
- CTA



# The 101 Template

- This is an educational template. Introductory.
- State a problem that their group/company faces
- Touch on a standard solution and why it inevitably fails
- Offer a solution that works (tangible - the 'what' not the 'how')
- CTA



# Who to Contact

- Gotten a few questions about this
- Please rewatch Episode 22
- There are thousands of opportunities available to you
- Our ONLY goal is to get to *Proposal* – Embody that
- Surprise Yourself All This Week!





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