



BARRY FRIEDMAN PRESENTS...

SHOWBIZ BLUEPRINT

MASTER THE BUSINESS OF SHOW BUSINESS

PLATINUM CLUB

PREMIUM CONTENT ~ UNLIMITED CONSULTING ~ WHITEBOARD SESSIONS





Platinum Podcast Episode 27

90-Day Money Game
(More) Ways to Create

Money Game Report

- Big congratulations to those of you who are playing
- We have a couple people who have hit 6-digits
- I hear about both the freedom and the fear
- It's natural – well, if any of this could be natural
- What I hear most is confidence and stories melting...
- I am taking you into a new area of *Create* today...



Create - 201

- In 23 I spoke about the *Create* process
- This is the stage that is probably scariest to many
- It's where we have to put a line in the sand
- We have to make some decisions and lead
- In this stage we have to show up fearless and brave
- We have the opportunity to take their breath away
- Now a few alternatives to *Create*



Up Close Video Introduction

- You have an HD camera/editor in your pocket
- Get a nice background and mic and use this simple template:
 - On screen intro of yourself through core conflict
 - B-roll of you on stage killing it (audience/action)
 - Narrative of what you will create for them
 - On screen CTA - 1 minute max
 - Music pad under whole thing.
- Scary? That's why we're here.



30-Second Commercial Template

- Problem, Agitate, Solution
- Get this template in your editor - plug/play their details
 - Stay off screen for this one
 - Use stock images and a strong VO
 - Some film of your act on appropriate stage/costume
 - Problem: You have _____ in less than 90 days
 - Agitate: What if _____
 - Solution: I _____ for _____
 - Let's talk... (CTA)



Delivery of the Up Close & 30 Second

- Ideal for Millennial groups/companies and traditional
- Use for anyone you have an intro/connect/referral
- Use Twitter Direct Message or LinkedIn if email no go
- Voicemail: “I just shot a short selfie video about your event. It’s in email, LinkedIn, Twitter, etc...”
- What I love about this is the ease and boldness
- Don’t stop with silence!



Best Practices

- Have fun with this – it’s a game!
- Your attitude will come through loud and clear
- Don’t save the fun for the stage – start here
- Set a timer and get it done – repeat.
- This is transparency and that’s what this economy/market is demanding.



Additional Support

- I have spoken to many of you in the last month
- Not part of Platinum Club and who cares?
- Let me know if you're stuck and we'll connect
- Consider this MY invite!
- You hitting your goal is all that matters





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