

Make Your Audience Know, Like & Trust You Before They Meet You.

# Go from Unknownpreneur to World-Renownedpreneur with Your Signature Story

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Imagine 10,000 people seated in an auditorium waiting for a rockstar speaker to come on stage. Music plays. People dance. There's already a huge buzz. Then the lights come down. The crowd hushes. Then a booming voice fills the room: "Put your hands together, folks, for the person you've been waiting for..."

Whose name are they about to say? Tony Robbins? Russell Brunson? Dr. Phil?

Nope.

YOU! YOUR NAME brings the crowd to CHEERS – *before* you walk on stage.

I DARE YOU to DREAM THAT BIG!

As a child, my dad was a professional musician/entertainer, & he was the family rock star. The best crowds were those who already knew his name – be it from WLS Radio, Bozo's Circus, Merv Griffin, WGN TV...

Secretly, I wanted to be a star – specifically, I wanted to be Karen Carpenter. I used to sing her songs on my walk home from the bus stop & imagine some big record producer would be waiting in the woods to make a big record deal with me.

As a teen, I discovered I actually did have some musical talent & joined the family "act." I loved performing in front of crowds & making people smile.

As a young adult, I started singing solo & in bands. And whenever I went somewhere that had “my people” in the audience, I couldn’t fail. Especially when they already knew my name, my voice &/or my songs.

Have you experienced anything like that? I bet you HAVE:

- Confirmation, Baptism or Bar Mitzvah
- Sweet 16, 21st BD
- Graduation ceremonies
- Engagement/Anniversary parties
- Weddings – a best-man speech maybe
- Awards ceremonies – maybe it included a speech

What if every time you speak, there’s an aura of clout that precedes you? Every offer you make goes to an audience who already knows, likes & trusts you?

Think what that could do for your BUSINESS!

# B.A.M.

## 1. Think BIG

Big Dreams Deserve a Big Payoff

- End Game
  - Start with the End in mind
    - Screenwriters know the end
    - May not know the path
  - Exit Strategy
    - Shark Tank
- Big EFFECT – MY CONTRIBUTION
  - change hearts
  - change minds
  - change the world

## 2. Take ACTION Steps

On Shark Tank, Lorie Greiner often says:



- Personally, I like to hit the ground running. But I often regret it.
  - Ran my 1st 5k & almost stopped after a block! Didn't train to build up stamina & speed.
- CRAWL: Figure out your story
  - rollercoaster W
    - valleys & peaks are important turning points
  - transformation moment
  - outline
- WALK: Write out your story
  - take 48 minutes, write it how you want to tell it
  - 48-SECOND intro
    - 20-word intro: I'm Tammy. I help entrepreneurs turn their transformation story into a Hollywood movie in 4 months through my DWY program.
    - Brief background: After a long career in music, I became an award-winning, produced screenwriter & bestselling author. For 12 years I've been a script doctor. Now I help entrepreneurs take their transformation stories all the way to Hollywood.
- RUN: Take the mic...
  - Stages
    - podcasts
    - summits – [wowvirtualsummit.com](http://wowvirtualsummit.com) – February 21, 2022
  - Blogs
  - Articles, etc.

### 3. Go MEGA (monetize)

Time to go after the GOLD:

- Screenplay = business card
  - awards
- Book = trump card
  - bestseller
  - awards
  - build of
- Hollywood = JACKPOT
  - trailer
  - short
  - series
  - movie
  - documentary

FREEBIE DOWNLOAD:

6 Steps to WOW Hollywood

<https://wowhollywood.com/map>

FINAL THOUGHT:

**To change the world, the world needs to know how you changed.**