

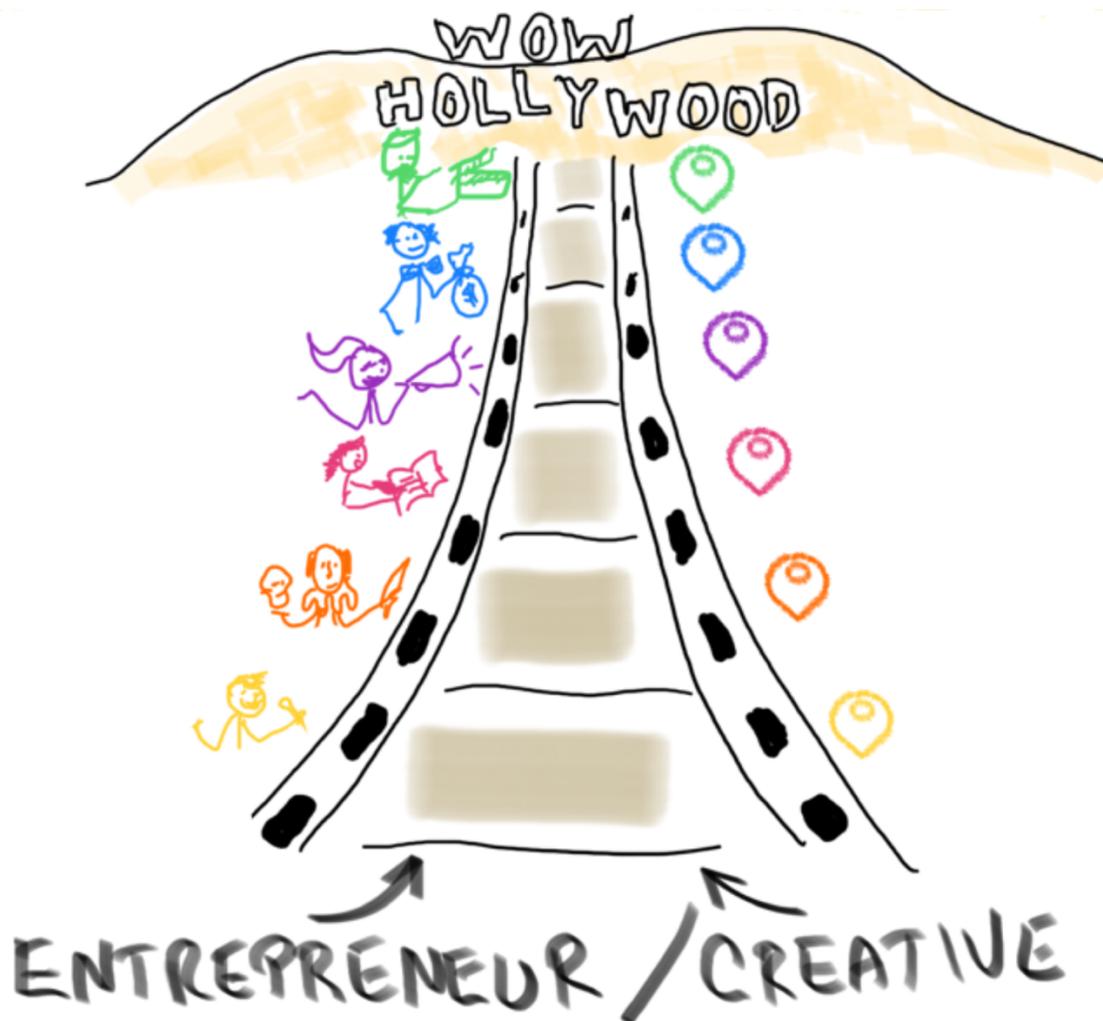
Big Dreams Deserve a Big Payoff.

Your Story's

MAP TO HOLLYWOOD

6 Steps to WOW Hollywood

Tammy Gross



We all start somewhere. Whether you're already an entrepreneur, speaker, screenwriter, author, marketer, filmmaker, investor, or whatever, you have a story to tell. That story can be of your own making, or it can be what made you.

Creatives & Business-minded people have a lot to learn from each other. The more business-savvy a creative can become, the more control s/he maintains over the art. The more creative an entrepreneur can become, the freer s/he is to stand out in the crowd.

Your story can bring the crowd to you. Would you know who Erin Brockovich is if her story hadn't been a major motion picture?

While it can take years, even decades, to get a story from idea to screen, there is a bird's-eye map you can follow to maintain a semblance of control over your own destiny. While you can take detours along the way, this path is all about making your dreams come true in a measurable, predictable, leveraging way unlike any other.

I call it the WOW Hollywood MAP!

1. Become a STORYSELLER



Take the mic! We hear it in the entrepreneur's world a lot. But writers prefer to stay hidden in their safe space. Getting your story straight is foundational, be it your own transformation story or a story you came up with out of the blue.

So, once you've come up with a "script" for how to TELL your story in short & long form, work it!

- ENTREPRENEURS: Tell more. Sell more.
- CREATIVES: Start with Zooms. More & more resources are opening for introverts to talk about their art online, so pitch your story everywhere you can. Find your voice & make it heard!

2. Write a SCREENPLAY version



In Hollywood, a screenplay is your business card. Why does it come *before* the book? Ask anyone who's ever adapted a book to screen about the process, & they'll tell you how arduous it is. Ask anyone, like me, who's adapted a screenplay to a novel or book, & I'll tell you how much easier it is.

- **ENTREPRENEURS & CREATIVES:** You need the screenplay later anyhow, & doing it sooner than later could reduce the process by years (or decades). It will also help you vet the story when you enter contests & get professional feedback.

3. Write a BOOK Version



And now it's time to start **MAKING MONEY!** Done well, you can be earning money on the backend from the get-go with paid speaking & contest wins (some competitions have cash prizes). However, when you sell a book you earn upfront sales while maintaining control of the process. And you build a fan base. And you can start **MEASURING** your success in numbers that will come in handy in steps 5 & 6 especially.

- **ENTREPRENEURS:** Your temptation will be to follow the typical entrepreneurial path of writing a non-fiction account while teaching or coaching. Of course you can do that, but thanks to the screenplay, you have a narrative that is compelling & ready to give insight to your followers, fans & buyers that is about **YOU**. It isn't selfish. It's strategic. Make it a narrative as much as possible.
- **CREATIVES:** This is the easiest part...if you stick to the novel or narrative-book plan! You may be tempted to go wild with your story by turning it into a graphic novel, a game, or some multi-media presentation. You certainly can. But remember...this is to earn **MONEY** while building a **FAN BASE**. So make sure you keep it simple to start. There is plenty of room for transmedia & story-building later.



4. MARKET the Heck Out of It

You now have an asset to sell, give away, use as a magnet, brag about & more. If a screenplay is a business card in Hollywood, your marketing is your credibility card. Done right, your book will become a bestseller & sustain sales, gathering reviews & all the hoopla you need to build a big list. Imagine – you will be a BESTSELLING AUTHOR!

- **ENTREPRENEURS:** You know what to do. Get on stages. Get on every form of media you can thinking of. Use ads, create funnels, use social media...have fun!
- **CREATIVES:** If your knees are knocking & this is your horror moment, rest easy. Thanks to the internet, there are lots of ways to promote online & lots of people you can hire to help at low cost. The more you do, the more comfortable you'll be with the process, & the more comfortable you'll be when you take the mic.



5. Raise FUNDING

Hands down, this is probably the scariest part for everyone. To make a movie, or a short, or a sizzle reel, or anything that goes on a screen, it takes some money. Crowdfunding, angel funding, investing...it can seem overwhelming to most. There are lots of other ways to get money for your project, so look into what works best for you. For most, it's best to start with the simplicity of crowdfunding.

- **ENTREPRENEURS:** Of course you can put your own money in, but even if you're a billionaire, your status as a filmmaker gains credibility when others put their money where their mouths are. It may be fashionable these days for people to produce their own works, but if you look at credits of your favorite shows, you won't see "Bambi Meets Godzilla"-type credits which attribute everything to creator Marv Newland including Producer, Writer & even "Marv Newland produced by Mr. & Mrs. Newland." A vast array of different names from producers to writers to directors to actors to crew lends legitimacy to most film projects.

- CREATIVES: Even if you already have some of the equipment & resources to do some production on your own, you need to elevate from lone creator to team player. Start with a crowdfunding campaign. Make a short trailer if you want, but keep it simple. The money goes to professional production & people will be more likely to contribute when you have a team of people in the works.

6. BRING Your Story to the Screen



Woo-hoo! Endgame...sort of. Remember, this is a legacy thing. Once you have a film project to distribute, everything accelerates in your career. Production is not an overnight thing, but you've scraped off years of uncertainty, disappointment & delays by taking the "Write Path" to get here.

You now have everything (& more) in hand to play in the big leagues. Hollywood loves money. They love a sure thing. You've taken the time to hone the story, have it vetted, get it into the hands of fans who have given your story rave reviews & put it on the bestseller list, & raise funds (creating more fans). So now it's time to present your treasure chest to the bigwigs. Of course you can go independent these days. But stick with professionals.

At this point, most screenwriters start pitching their screenplays to people who've never heard of them. They do a lot of hoping & praying, which is not a great business strategy. It's time to see if Hollywood will accept or reject their precious gem. It takes a lot of nos to get to the yeses. Some never get past the nos.

But you're not pitching. You're not even selling. You're negotiating on a level playing field with the right people. In fact, you are the one auditioning them! You determine who to say yea or nay to. You hold all the right cards for a win-win scenario.

- ENTREPRENEURS: You don't have to turn over creative control, but it is best to strike a deal with professionals. This is not the time to think small. Get the right people to do the best job, which may be proven indie filmmakers or studios.
- CREATIVES: It's time to put your metaphorical business pants on. This isn't the time to wish. It's the time to *make* your wishes come true. YOU are in control. You

have what they want: metrics & analytics that prove your story is worth their time & effort &, yes, their creativity. It's a collaboration. Remember, this is your story, but there is give & take when it comes to the creative process.

Write up a contract that makes everyone happy (& perhaps a little sad on some points). Once your story is out there, you'll be changing hearts, minds & the world even while you sleep. And it will change your life & your legacy.

If you'd like to book a time with me to discuss your story & your next steps, go to my booking calendar at:

<http://Scriptpreneur.com>

Let me know what you think, or if you have any questions:

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Coming soon to a screen near you,

Tammy Gross

