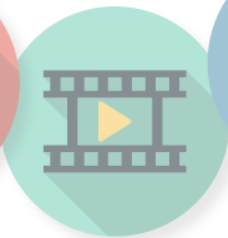


SIMPLE STEPS

to Telling Your Story in ANY Media ...

(and Why Getting these Foundational Steps Right Means
Significantly Increasing Your Impact, Influence, and Income!)



by **Errin Hogan**
CONSULTANT, DESIGNER, DIRECTOR

presented by **WOW! MEDIA**
Your Story in ANY Media (Digital, Print, Live)

About the Author

Errin Hogan's passion is using the highly visual language of the prevailing culture to tell stories that encourage personal / business growth and discovery. With decades of entertainment and pop culture insights and experiences, he helps clients and his audiences accomplish storytelling in ANY media! Having worked with **Disney, Musicland Group, Hollywood Entertainment**, and many other "storytelling" companies along with serving Micro Business Teams (1-5 members) and Non-Profits like **The Salvation Army, Cru, Boys & Girls Club**, and more ... Errin brings tens of thousands of real world service and marketing interactions to the table in helping YOU with your money making goals. Errin is the Creative Director for **Wow Media** and our parent company **Curiosity Studios**.

Disclaimer

The methods describe within this eBook are the author's personal thoughts. They are not intended to be a definitive set of instructions for topics covered. You may discover there are other methods and materials to accomplish the same end result.

The author has made every effort to ensure the accuracy of the information within this book was correct at time of publication. No warranties or guarantees are expressed or implied by the publisher's choice to include any of the content in this volume. The author does not assume and hereby disclaims any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from accident, negligence, or any other cause.

Certain links in this book may refer to websites that are maintained by third parties. Author and publisher does not assume any responsibility or liability for any communications or materials available at such linked sites. Author and publisher does not intend links referred to in this work to be referrals or endorsements of the linked entities, and are provided for convenience only.

This is a free eBook. You are free to give it away (in unmodified form) to whomever you wish.

Table of Contents

Alright, I'm Ready For My Closeup	4
I'm Going To Make Him an Offer He Can't Refuse	7
Hello. My Name is Inigo Montoya. You Killed My Father. Prepare to Die	12
Extra, Extra ... Read All About It!	16
Elementary, My Dear Watson	20
Nobody Puts Baby In The Corner	23
I'll Be Back	27
Here's Looking At You, Kid	31
Toto, I've Got A Feeling We're Not in Kansas Anymore	36
Go Ahead, Make My Day	43

CHAPTER 1

“Alright, World, I’m Ready For My Closeup.”

“[to newsreel camera] And I promise you I’ll never desert you again because after ‘Salome’ we’ll make another picture and another picture. You see, this is my life! It always will be! Nothing else! Just us, and the cameras, and those wonderful people out there in the dark!... All right, Mr. DeMille, I’m ready for my close-up.”

-Norma Desmond (character in the movie SUNSET BOULEVARD 1950)

You are in business.

More specifically, you are in Show Business.

Telling your unique story ... engaging your audience (*potential customers*) IS your challenge for getting this audience to open up their wallets and actually BECOMING your customers (*or repeat customers*). This means ... You ARE A Media Company - regardless of the business you’re in ... media is at the core of your marketing / storytelling efforts ... ala, you’re in “Show Business” if you will!

It is fitting that we start where the historic SUNSET BOULEVARD film ended off ... with an up close and personal look at you and your business.

It’s never been more affordable, more accessible, or as our friend the InfoTrainer himself, Dean Hankey says ... “No Excuse Marketing exists now because many of the tools / options are FREE to get started with, you simply have NO EXCUSE for not getting your story / marketing message out there today.” Include this next important insight (*which our clients and anyone that has heard me speak knows ... I HATE TO ADMIT THIS IS TRUE ... SO PAINFUL*) ... **something IS in fact better than NOTHING (ugh)** ... and you’ve already got the foundation for making MASSIVE leaps forward in your

storytelling efforts! For example ... if you only have access to a scrap of paper and a crayon ... writing your phone number down and handing that to a potential client is 100% more effective than requiring them to remember your number. Using a DIY word processing template for a flyer or a brochure is 100% more effective than han`d writing on a paper and copying that

While these **something is better than nothing** efforts are NOT perfect ... the difference in the results you gain verses NOT having them in place is so huge that even though I hate to admit this to you (*seriously, I've got a migraine with my name on it every time I confess this*) ... it is **THAT IMPORTANT** to take action with **SOMETHING** rather than **NOTHING**.

Throughout this guide we're going to **QUICKLY** introduce you to the following steps:

STEP 1 - **It's NOT About You** - without this as the KEY INGREDIENT you're doomed

STEP 2 - **Your Identity** - 8 things you MUST include in your branding efforts

STEP 3 - **Stop The Presses** - learn the Secret to the World's Best Business Card

STEP 4 - **Can You Hear Me Now?** - a little talked about Audio solutions for Marketing

STEP 5 - **Ready For Your Close-Up?** - focusing your Camera on the RIGHT THINGS

STEP 6 - **Digital Domain Do's & Don'ts** - 9 (*Virtual*) Life Changing Insights

STEP 7 - **There's No Business Like Show Business** - 6 Insider Tips from ShowBiz

While this guide has been a team effort ... my background from the **entertainment / show business world** will be a HUGE influence on the insights you'll be using as you start to expand your audience and sales efforts. I share this because here is where you get a unique glimpse **backstage** and you're encouraged to **pay attention to the man behind the curtain** ... as my work as a 'Wizard of Ahs' / UberGeek can provide you DECADES OF EXPERIENCE to leap frog beyond your competition and captivate your customers in ways you never imagined.

By the end of our time together in this guide, you'll have a frame work for understanding the foundations YOU MUST HAVE for connecting with your audience **via storytelling in ANY media** ... and the profound impact this can have on your profitable future!

Errin Hogan



**Creative Director
Wow Media**

CHAPTER 2

"I'm Going to Make Him an Offer He Can't Refuse"

DC: "You look terrible. I want you to eat, I want you to rest well. And a month from now this Hollywood big shot's gonna give you what you want." ... **JF:** "Too late. They start shooting in a week." ... **DC:** "I'm gonna make him an offer he can't refuse. Okay? I want you to leave it all to me. Go on, go back to the party."

- Don Corleone to Johnny Fontane (characters in the movie THE GODFATHER 1972)

The Godfather set the standard for decades to come when it comes to the epic storytelling on a grand scale. The offer was made ... YIKES!! It's amazing how words, phrases, images, sounds and more can all conjure up memories and ideas in our collective conscience. The term "an offer you can't refuse" is almost OVERUSED in the prevailing culture today.

Yet understanding the insights BEHIND why so many attempt to use this idea in their marketing / sales copy will forever change your business bottom line.



STEP 1 - It's NOT About You

While it's very true that YOUR story is an important part of what you're investing in, the foundational reality is a very counter-intuitive fact ... your storyTELLING is much more about YOUR AUDIENCE than it is about you! What we're looking at here is the idea that what your audience cares about FAR, FAR, FAR out weighs the messages YOU might like them to hear that helps YOUR bottom line. Your audience is entirely tuned into the world's #1 frequency ... **WII FM** ... What's In It For Me? (*their goals / dreams / pains, etc.*)

This is not to say that you are only going to talk about them. In fact, it's exactly the opposite of this! You are going to highlight how your products and services will HELP THEM address their goals / dreams / pains. This little perception adjustment will make all the difference in the world to your long term success in helping other people get what they want in life.

Even if you haven't seen *The Godfather* (*and why haven't you again?*) ... the line that is one of THE most quoted movie lines in history really resonates with this **WII FM** idea. Let's look at this through a real world example:

MagicianVillage.com - Virtual Community for Magicians of All Experience Levels

The audience here has a wide variety of life experiences when it comes to all things magic! There are close up fans (*card tricks and money tricks*), stand up, stage, illusionists, book collectors, prop collectors, various degrees of DIY creators and so many more that participate in a **virtual magic club** both on their website and many closed groups on Facebook for their membership's daily interactions from all over the world. When they look at marketing efforts, they need to think of the goals / dreams / pains of their audience (*the magicians*):

How to grow your performing business on a shoe string budget

How to find (and trust) a reliable show business insurance provider

Best practices for packing and caring for your props and customs

Our team works with the **MagicianVillage.com** team in helping to make sure their audience's **WII FM** is fully engaged and in tune with the SOLUTIONS this community provides its target audience.

On top of this **“What’s In It For Me?”** reality, it’s important to understand that your storytelling (*marketing*) efforts must address the prevailing culture your audience is surrounded by.

Culture is a hard word to nail down these days. People take it for granted. I like to describe it as a shared experience by a significant number of people. Many have heard of the terms **Baby-Boomers, GenXers, Busters**, and more. Others have heard of **Romanticism, Modernism**, and **PostModernism** to name a few. These all have the common thread of trying to identify large cultural shifts through the ages.

To overly simplify this idea of a group of people consider the following:

Race ... while it is a valid way to describe the origin of groups of people world wide ... it isn’t really a fair way to describe someone as an individual.

Culture ... the experiences that have shaped individuals / families / communities / nations perspectives is a MUCH better description of a group of people.

I share this to frame the idea that we need to understand the culture to which we are trying to present our products / services to. Knowing how



My own family didn’t have birthday cakes and large parties growing up.

We had homemade ice cream that the birthday person got to choose ... and when the ice cream was ready to eat ... the birthday person would get to lick the paddle first to experience the flavor in a funny way of honor. We didn’t have lots of people over ... just one select friend for a small intimate family time.

My family’s culture is unique ... and while our family unit is small ... it created expectations for how certain events were to happen.

ARE YOU AS GOOD AS TIGER WOODS AT CHANGING YOUR SWING?

There is a new theory among physicists about how the playground swing works. Previous theories revolved around the principle of “parametric instability,” which pivoted the action of swinging at the middle of the arc, and the rocking forward into a higher center of gravity. Physicist William Case, while watching how children actually swing, has now posited a new principle which physicists call “driven harmonic oscillator.” The key to the swing is not in the middle of the arc, but at each end of the arc, where and when the swingers at the same time lean back and throw their feet forward.

That’s a great image statement. Let’s call it “Ancient-Future.” We need to lean back through years of history ... listening, growing, learning from those that have gone on before us. But at the same time, and I do mean simultaneously, we must use that energy and power that comes from understanding to kick forward into the future and *Carpe Manana (seize tomorrow.)*

** circa 2002 by Author, Historian, & Futurist Leonard Sweet as his image statement on his website at the time*

ARE YOU AS GOOD
AS TIGER WOODS?

they (*continued*) may expect specific experiences to take place will help us to avoid costly mistakes ... and to ideally reap economic rewards for the association and the community as a whole.

I've shared that I frame all of this from an **entertainment** foundation as I'm a strong advocate that the highly visual language of the prevailing culture is predominantly **educated** in this language by TV Series, Movies, YouTube, Magazines, Websites, and more. In fact, I'll go on record claiming:

We live in a post-modern entertainment saturated culture.

If we were to try to quickly sum this up ... **E.P.I.C. living through the filter of "Ancient-Future"** is the best description I've found to date:

E = Experiential – people desire to have unique and compelling experiences

P = Participatory – while similar to experience it is unique and a very visceral desire to be included

I = Image Based – as a culture the visual language / lexicon is king

C = Communal – tribal / family / group relationships are reemerging as a strong need

"That's EPIC" you might be thinking ... and you'd be right!! What's even more exciting though ... is how YOUR company, products, services, etc. play an important role in your customer's **WII FM** considerations ... and it all comes down to making sure you give yourself a proper introduction through showing them just who it is you really are.

CHAPTER 3

"Hello. My Name is Inigo Montoya

You Killed my father. Prepare to Die."

"Since the invention of the kiss, there have been five kisses rated the most passionate, the most pure. This one left them all behind. The end."

-Grandpa (character in the movie THE PRINCESS BRIDE 1987)

"Inconceivable!" ... you might be starting to think about your ability to make a MASSIVE impact in your audiences life. "You keep using that word. I do not think it means what you think it means." Many don't realize that with a small amount of planning and intentional efforts, it is a LOT easier to help your audience's **WII FM** tune into YOU and your business offerings specifically.



STEP 2 - Your Identity

Quick ... describe yourself (*or your business*) in 30 seconds or less ... GO! It's kind of hard to do, isn't it?

With some focused reflection though, you can identify those elements that make you ... well ... you. This same idea applies to your business in a MAJOR way, because your potential customers need the ability to identify the **5WH** ... the **WHO, WHAT, WHY, WHEN, WHERE** and **HOW** that when answered together describe your products and services ... and most importantly ... your reason for being there to help them in the first place.

Often you'll hear someone in business (*or looking to get into business*) say ... "if I just had a great logo, I could _____ " with some potential amazing results often following this statement. **Logos are great, though they are not the complete answer.** Branding more closely describes the complete picture about your identity:

Branding

In marketing, a **brand** is a collection of feelings toward an economic producer. Feelings are created by the accumulation of experiences with the brand, both directly relating to its use, and through the influence of advertising, design, and media commentary. A brand is a symbolic embodiment of all the information connected to a company, product or service. A brand serves to create associations and expectations among products made by a producer. A brand often includes an explicit logo, fonts, color schemes, symbols, which are developed to represent implicit values, ideas, and even personality. The brand, **branding** and brand equity have become increasingly massive components of prevailing culture and the **entertainment driven** economy.

The brand, "branding" and brand equity have become increasingly massive components of prevailing culture and the "entertainment" driven economy.

Art Direction

In live productions, movies, magazines, etc. an art director uses all the tools available to them to focus the over all **visual style** to tell a consistent story. This is similar to branding in the **feelings / ideas** efforts, yet unique in that it focuses only on the visual style ... not the economic impact of the work.

"GREAT!!" ... you might be thinking ... **"so where does that leave me now?"**

If you're not a trained visual communicator ... even though there are a ton of DIY options available to you (*remember that "something IS better than nothing" confession made earlier as you consider this next thought*) ... it is NOT wise to build your project / business future on the foundation these DIY options provide.

New Brand Considerations

Here are the basic building blocks that one MUST consider before adopting a logo / brand / colors, etc. for their project:

2-D / 3-D

The mark / logo / text treatment needs the ability to work in any media ... and now with the affordability of 3-D digital media, as well as signage treatments that can be viewed from a variety of angles, it's never been more important for this reality.

Black & White / Color

There are so many places a brand is now used in color (*business cards, signs, posters, websites, stamps, lights, video, etc.*) ... you might often forget that a brand mark needs to work WITHOUT the use of full color in some applications.

Scalability

A mark that can be understood equally well when it is a 2 inches square or 2 stories tall and wide is an important consideration.

Visual Notes

The brand mark (*logo*) should have / be:

Clean Lines / Curves – for a wide variety of both technical design and psychological marketing reasons your mark needs very clean lines / curves ... trust us on this one.

Bold – easy to identify, avoid using fine lines in the brand mark itself (*though it is fine to use them in supporting materials, brochures, post cards, etc.*)

Timeless – This may be accomplished either by **going retro**, or to use a font family / image brand mark that evokes a sense of **Ancient-Future** which allows your audience to experience both the history / nostalgic aspect of your visual marketing efforts, while at the exact same time showing leadership, cultural relevance, future thinking. Winston Churchill said it well **“The further backward you can look; the further forward you will see.”**

Recognizable – your mark will need to be instantly recognizable and elicit either a desired memory or an emotional response when encountered / experienced. You want people to readily recognize you as unique and to have a favorable reaction to your branding / products / services.

[You want a SOLID foundation for your marketing and visual communication efforts moving forward.](#)

Working with someone that specializes in this very specific communication tool set is a VERY wise investment. When you do, make sure they are addressing the above insights. With your branding in hand, you'll have a powerful tool to start using. Let's start with one of the most basic ways you can grow your bottom line and add to the wealth of your bank account!

CHAPTER 4

“Extra, Extra..!”

Read All About It!”

“There’s a lot of people out there, and they ain’t just gonna go away. They got voices now and they’re goin’ to be listened to. Putting them in jail is not going to stop them. That’s the power of the press, Joe. So thanks for teaching me about it.”

- Jack Kelly (character in the movie NEWSIES 1992)

The power of the press.

For hundreds of years, the ability to produce the written word in large volumes was THE main **mass communication** medium and the world THRIVED because of it. The ability to consistently share your ideas in print has transformed entire industries for centuries and you can harness this powerful medium in VERY affordable ways to this day.



STEP 3 - Stop The Presses

Print has been **THE MAIN MARKETING** tool that businesses have used in modern times. **Business Cards, Flyers, Brochures, Posters, PostCards**, and soooooo many variations on these concepts are used to communicate with target audiences in the BILLIONS each day!

Let's focus on a few items that really are non-negotiables when it comes to marketing your products and services.

Yet again, that "**something IS (in fact) better than NOTHING**" confession from earlier shows just how real it is. Here is where this is a **HUGE REALITY** in business ... handing out your contact information!! What many people call a **BUSINESS CARD** is really better described as a **CALLING CARD** (*no, not those artifacts from the 90's that allowed you to call your long distance friends*). Calling Cards were often called **Announcement Cards** as their purpose was to announce your arrival at a house or place of business. Over time these little printed items were adapted to include marketing messages, quotes, and most recently a way to contact you when you were no longer with the recipient.

Today, the VAST majority of graphic designers, printing service providers, and copy centers advertise them as a Business Card. **Do NOT be fooled by this** ... because while the ability DOES exist for someone you hand one of these cards to to call you ... in NO WAY does it drive your business success through how they are normally used.

In the mean time, the simple idea that you must provide VALUE to your audience whenever you interact with them, is the key to improving your printed marketing efforts. Flyers, Brochures, Posters, Contact Cards (*what most call Business Cards*) ... these are all traditionally used to present and explain the features and benefits of your products or services. Imagine these items though, through the eyes of your audience. Remember, they are tuned into **WII FM** ... what IS in it for them?

To answer this unspoken question they are asking themselves ... you've got to get the proper message in the hands of the proper people in print. It always comes back to the story you're telling them.

Combine this reality with the limited resources YOU have (*time, talents, treasures*) and maximizing your return on investment becomes a very important part of the planning process prior to printing ANYTHING.

For the moment, let's say you've figured out the above and you have a finished print master ... now what? Printing services come in more flavors and shapes than you can possibly imagine today. How in the WORLD do you know who to go with that has YOUR best interests at heart? Verify the claims of the first vendor you approach ... by seeing that their costs, timelines, expectations are being shared by at least 2-3 ADDITIONAL vendors you'd consider investing your hard earned resources with.

FedExOffice is what has emerged from the **Kinkos** legacy brand. Honestly, while they are not the lowest prices, they are among the most easy to access service providers for a print-as-you-go or short run printing solution. They are always a great first place to check prices and services if you have ZERO experience purchasing printed products / services.

Dean Hankey aka "The Dean of Success" is an InfoTrainer with **over 25,000 proven successful business interactions** with clients all over the world. He has agreed to offer an exclusive version of his amazing resource that highlights the very specific differences between a Calling Card and a Business Card. At the end of this guide our team has a limited availability of **FREE CONSULTING SESSIONS**, and if you're able to book one of these sessions, we'll also include ... **7 Simple Steps to Creating (& Profiting from) Cards that Mean Business** ... make sure you take advantage of this **AMAZING** offer today!

We mentioned **Short Run** just a moment ago, this is a term from the printing industry back when everything was a more manual process, indicating ink was transferred to paper one sheet / one color / one master art at a time ... originally by hand. This has become more and more an automated process to the degree that we now have full color digital printing that can do an infinite number of masters one after the other in a solution that the industry calls **Print-on-Demand** and **Variable-Data-Printing**.

Most small businesses will be ordering in quantities of 5,000 pieces or less ... mainly because the information included on the printed items will most likely change prior to their ability to distribute all of the pre-printed inventory of marketing tools. Focusing on understanding how to get as many of your marketing pieces in your target audience's hands PRIOR to a re-order or needing to change information is a key part of the ordering process.

The Secret to the World's Best Business Card is ... get THEIR CARD!!

Yes, you've got a **MUCH** higher chance of communicating with your potential audience again if **YOU** initiate the contact. This is not to say that investing in a kick-butt, take no prisoners, true **business card** effort of your own isn't a needed effort ... it's just the reality that if **YOU** want to interact with your audience, taking the bull by the horns and making things happen is still **THE BEST WAY** to accomplish this.

As you can see, harnessing the strengths of print is important, yet it is only a foundation to your full arsenal of tools for reaching your audience. Discovering the clues that will allow you to ask your potential customers "**can you hear me now?**" ... this is an important next step in generating massive income.

CHAPTER 5

“Elementary,

My Dear Watson!”

“[to Watson] Never theorize before you have data. Invariably, you end up twisting facts to suit theories, instead of theories to suit facts.”

- Sherlock Holmes (character in the movie SHERLOCK HOLMES 2009)

The insights of history’s most famous detective can be quite beneficial to exploding your audience and business results.

The data is in ... the spoken word has power beyond imagination ... how are **YOU** tapping into this to grow your business?



STEP 4 - Can You Hear Me Now?

Since the dawn of trade, where one person had something that another person wanted / needed, there has been audio marketing. No, really ... imagine it now:

TRADER 1 - "I'll trade you 1 pig for that basket of bread and cheese, plus a bottle of milk"

TRADER 2 - "I'll take the pig, but only for the bread and cheese, the bottle of milk will need something more"

Ok ... maybe not that exact business transaction ... yet you can see that the spoken word has been around a LOT longer than the written when it comes to marketing!

In the past 100 years alone, we've gone from Newsies crying "EXTRA! EXTRA! READ ALL ABOUT IT" as they pitched their **newspaper's** current edition ... to **Radio Ads** (*live broadcasts where the listener had to be listening when the broadcast was happening*) ... to **Podcasting** (*on demand audio ... just like that on demand printing concept*) ... and more!

With the explosion of computer style devices available in the current culture, nearly everyone reading this has access to a digital recording device (*even if just to borrow it from a friend for a short while.*) The ability to have your story heard by your audience in greater numbers than any time in history before is **HUGE** ... and it's an important part of your storytelling mix in the very near future.

Podcasting at it's core is packaging a recording of your **voice, music, interviews, show intro / extro**, etc. in a way that your audience **WANTS** to choose to listen to them. They came about during the most recent music revolution that was mainly ushered in by **Apple** and their **iTunes + iPod** '1-2 knock out punch.' We now have smart phones in numbers never dreamed of just a decade ago where **YOUR** audience can hear from you ... **IF** you provide the value and incentive to reach them in this medium.

"WOW, I had no idea that this was THIS huge" ... you might be saying about now ... "I'm so far removed from being a 'techie' though, I have **ZERO** idea how to take advantage of this!!"

Let's start with the basics. You CAN have a conversation with a friend or business contact that has knowledge that YOUR audience would appreciate and value. You can do this while pushing a button on

a smart phone and just holding the microphone up to each of your mouths as you talk. You're most of the way towards recording your first podcast!! Asking a friend to show you how to move that file out of the phone on to a CD or onto a free web service like **SoundCloud** gets you many steps closer. Over time, either hiring someone to make you a high quality open / close to your recordings ... or learning about free software like **Audacity** ... and you can have a very polished sounding program.

If this idea causes a bit of anxiety for you ... how about talking into the phone and recording a simple voice mail? GREAT ... you're most of the way towards recording your first podcast this way then!! The #1 search engine company in the world thought that it would be nice to design and offer for FREE a service called **Google Voice**. After about 5-10 minutes of setting up an account, this tool allows you to

Imagine what would happen if we added a little "Lights, Camera, Action" to your earning potential!!

set up a custom phone number in your area AND it includes a feature reach voice mail box. Not only this ... they give you a **FREE TRANSCRIPTION SERVICE** as part of the voice mail box, meaning when someone leaves you a message (*for example to praise your products / services*), their software turns the audio file into an 80% or better text transcription of that voice mail! You're able to save the audio files from phone calls ... and with the most minimal efforts ... you're on your way to producing your own audio marketing / storytelling content.

You've got your **branding**, your **print** plans started, and now you see how easy it is to add **audio** (*telling*) to your marketing mix. Imagine what would happen if we added a little "**Lights, Camera, Action**" to your earning potential!!

CHAPTER 6

“Nobody Puts

Baby in a Corner”

"[to Johnny] Me? I'm scared of everything. I'm scared of what I saw, I'm scared of what I did, of who I am, and most of all I'm scared of walking out of this room and never feeling the rest of my whole life the way I feel when I'm with you."

-Baby (character in the movie DIRTY DANCING 1987)

I've had the Time of My Life could be found at the #1 position of the Billboard's Top 100 back in 1987. It seems everyone knew who **Baby** was and eventually found out why she wasn't to be put in a corner. This very low budget film (*approx \$6 million production budget*) blew the ceiling off records and income goals with over \$250 million in lifetime theater ticket sales and it was the first home video release to sell more than a million copies. What was so special about this project that produced the results they did?

You really can't **READ** a dance story and feel it the same.

You really can't **LISTEN** to a dance story and deeply connect with the characters.

You must **WATCH** a dance story and be caught up in people, places, movements and more to fully appreciate the story. It is this visual component that makes a **WORLD** of difference for your audience when done well.



STEP 5 - Ready For Your Close-Up?

For more than a century the **moving pictures** machine has captivated audiences with images and eventually sounds from places and stories they could only read about in books before. When these productions left film and joined the digital age the stage was set for an explosion in communication similar in world impact to when the invention of the movable type printing press transformed how books could affordably be produced.

Video is sooooo important to our culture ... that **Time Magazine** named **YOU** (*meaning the individual as 'Jon Q Public'*) the Person of the Year in 2007 in a large part thanks to what a little company started by 3 college friends built that you might have heard of called **YouTube**. Statistically, if you're in a room with just a couple of friends or co-workers, one of you has an HD camera (*in your smart phone*) that can produce better video than what we watched the **Super Bowl** on only a decade ago. These devices are getting easier and easier to not only shoot, but also pre-plan, edit AND upload online the videos you have so much fun making!

The first thing you must do is figure out what type of video you want to create. To do that, you need to ask yourself a few basic questions:

What is the purpose of your video?

Is it for a sales page?

Is it purely for marketing on sites like YouTube?

Is it an educational video you'll be selling?



Different types of video require different video creation methods, different elements (*such as photos, video clips, voiceover, music, etc.*) and different techniques.

Here are some different types of videos you may want to create:

Marketing Video – A marketing video is meant to sell a specific product via sites such as YouTube. Think of this type of video as a television commercial.

Sales Page Video – A sales page video is a bit like a cross between a movie trailer and a television commercial. Its purpose is to excite potential customers, present some basic information about the product, and assist in the sales process. A sales page video can also be submitted to sites like YouTube, however due to its nature, it won't be as effective without the aid of the sales page.

Educational Video – An educational video is typically created for one of two purposes. It is either meant to be a free video uploaded to sites like **YouTube** in order to generate traffic, or it is meant to be sold in some way (*such as on **Udemy**, **ClickBank**, or in a membership site.*)

Video Blog Posts – You may also want to create a post for a vlog that could be informative, instructional, present industry news, interview someone, or it could just be entertaining.

There are other types of video you may want to create, but these are the most popular for the average marketer.

Once you know what type of video you want to create, and what the purpose of that video is, you will be able to choose the best tools and resources for creating that video.

With the inclusion of video in your marketing efforts, you've taken your first steps into harnessing the power of the digital domain for your very own **cash generator** and are well on your way to massively growing your potential customer base. What if there was a way to share all that you've learned in a 24/7 world? Let's see how these elements are starting to all come together (*and in more AFFORDABLE ways than you possibly imagined!*)



SIMPLE STEPS
to Creating
High Quality Videos
with No Previous
Experience Necessary
(... and start profiting from them **THIS WEEK!**)
presented by **WOW MEDIA**

Discover how to get 2 more
FREE Guides
Including learning
how to leverage video
for massive profits
in your business,
by the end of this Guide!

vimeo facebook YouTube skype

CHAPTER 7

"I'll Be Back"

"The machines rose from the ashes of the nuclear fire. Their war to exterminate mankind had raged for decades, but the final battle would not be fought in the future. It would be fought here, in our present. Tonight ..."

- Opening Title Card (from the movie THE TERMINATOR 1984)

Cyberdyne Systems vision for the future was an amazing one, until the machines took over! Thankfully, this apocalyptic future has not come true. Yet the wonder of the digital age CAN be at your finger tips, especially if you already have a Smart Phone in your hands!



STEP 6 - Digital Domain Do's & Don'ts

What a difference a decade makes.

In 1989 about 15% of all households in the United States owned a personal computer, by 2000, this was up to 51%; for households with children nearly 30% owned a computer in 1989, and in 2000 more than 75% owned one.*

Fast forward to the second decade of the new millennium and Internet usages plus Mobile Devices have EXPLODED:

Cell phone subscribers: 4 billion (67% of world population in 2010)*

Internet users: 1.8 billion (26.6% of world population in 2010)*

* Rise in digital technology use of computers, 1980–2015 - https://en.wikipedia.org/wiki/Digital_Revolution

Simply put, if you're doing business with an audience from the western world's culture (*and much of the rest of the planet's cultures as well*) ... your audience IS **DIGITALLY CONNECTED**.

"But how is it possible as a non-techie business person like myself to tap into these tools and this audience on a shoe string budget?" We're glad you asked.

YOUR OWN WEBSITE - Most people assume if you don't have a website (*even a one page micro-site*), that your business must not be real / successful / important to you (*and they are right to think this.*) That stated, even though literally thousands of DIY options are available to you, you DO want to think through the impact any choice you might make in this area can potentially have on your target audience and their choices to pay you their hard earned money for your products / services.

Do NOT go with a service provider that offers you free tools, and then they use YOUR AUDIENCE as a marketing audience for themselves.

Do NOT go with a service that won't let you have all the credit. This simply means don't have a website like: **YourBusinessName.HostingCompanyName.com** - it is MUCH more important to have a website like: **YourBusinessName.com**

Do NOT go with a service provider that offers you free tools, and then they use YOUR AUDIENCE as a marketing audience, because their logo, banner ads, links are all over YOUR website. Your potential clients WILL pass judgement on the professionalism / quality of your company if you don't head this warning.

It's very affordable to hire a **hosting company + domain name + a first version of a micro-website** these days. Here at **Wow Media** we have a website solution that we use with clients that truly has an

"artificial intelligence" to it (*don't worry, not the Cyberdyne Systems version*) that makes your website efforts BEAUTIFUL and it's as easy for YOU to update as working with a **Word** document or posting your picture to **Facebook!**

When you're thinking of YOUR AUDIENCE, consider the user experience that YOU would appreciate from your vendors, and then exceed these expectations however your resources will allow you to. You'll thank us for this insight if you do NOTHING ELSE that is outlined in this guide.

JOINING SOCIAL MEDIA THE RIGHT WAY - maybe you're not yet making money (*that's ok, all businesses / projects start somewhere*) ... take advantage of platforms like **Facebook, YouTube, Instagram, Snapchat** and **Twitter** to create an online presence for the cost of sweat equity (*or a very affordable creative team helping you along the way.*) **Facebook** has grown from a little college community project to having over a **BILLION** users and **millions and millions of photos, status updates, videos, website links**, and more shared **EVERY DAY** on their platform.

If you do nothing else, learn a bit more about creating your own social media **PAGE** at **facebook.com/Pages** - for while you're getting started, this can be the first step towards a website of your own. Things like a quality **Cover Image** and **Profile Picture**, good starter **About** information, and more are the minimums you'll need to get your first **Facebook** Page started.

APPS & YOUR FUTURE - remember that statistically over **HALF OF THE ENTIRE POPULATION OF THE PLANET** has a cell phone now?!?!? This space will only continue to grow (*as it should*) and that means if you have the ability to add value to your audience's life, whenever and wherever THEY are, you'll have a great opportunity to grow your business / project bottom line.

This is still the most techie of the options we are covering in this guide ... yet, do NOT let this stop you

from evaluating how and when this might work into your storytelling / marketing mix. **It's entirely possible to have a dedicated App created for each of the two major platforms (iPhone and Android) for less than \$500 from start to finish.**

There are services that are DIY that let you do this for about \$100 each ... though we've seen that these are NOT the types of Apps that your audience will use more than once or twice, thus other uses of your limited resources would be wiser invested. When you're ready to move into this space, make sure you have a team that truly understands HOW your target audience would interact with a potential app BEFORE you invest resources to have one built. We've seen a LOT of poor quality offers out there that are not only a COMPLETE WASTE of time and financial resources, if you were to choose them, they might even HURT your business relationship with your audience by offering them a frustrating user experience over all. Choose wisely is key here.

The fundamental things DO apply and they will offer you the ability to cash in your **blank check** of success ... faster than you could ever imagine.

Becoming master of your digital domain is FAR easier than it has EVER been, yet connecting all this power to the foundational elements must not be forgotten. In the immortal words sung from one of history's most remembered movies:

*A kiss is just a kiss, a sigh is just a sigh.
The fundamental things apply
As time goes by.*

CHAPTER 8

"Here's Looking at You, Kid"

"Of all the gin joints, in all the towns, in all the world, she walks into mine."

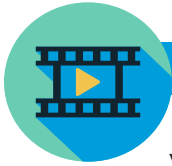
- Rick (character in the movie CASABLANCA 1942)

"Casablanca" (1942) is one of films most beloved movies and one of it's earliest Best Picture winners. One of the most memorable moments from this movie is summed up:

Ilsa: *When I said I would never leave you.*

Rick: *And you never will. But I've got a job to do, too. Where I'm going, you can't follow. What I've got to do, you can't be any part of. Ilsa, I'm no good at being noble, but it doesn't take much to see that the problems of three little people don't amount to a hill of beans in this crazy world. Someday you'll understand that. Now, now ... Here's looking at you kid.*

Rick wanted his loved one to know that she was important to him and that he DID enjoy looking to her as he wished her well at the end of this story. As you review YOUR business story, finding a way to tell it in such a compelling way that YOUR AUDIENCE loves looking to you for insights, quality products / services, and for YOU to help them as only you can is incredibly important. As you can see in our time together in this guide, there is a LOT to be learned from the entertainment world.



STEP 7 - There's No Business Like Show Business

Live performances are COMPLETELY unmatched in their ability to connect directly with your audience when they are done well. Good ol' Bill himself highlights how far Live Performances reach:

***“All the world’s a stage,
And all the men and women merely players;
They have their exits and their entrances,
And one man in his time plays many parts...”***

William Shakespeare - As You Like It

From our experiences in business, marketing, design, and the entertainment industries at the dawn of this new millennium ... we believe that ANYTIME you're in front of your potential customer you are in essence On Stage and the nature of how you tell your story truly needs to be considered in detail.

My first real world job was working for **The Disney Company** in their retail sales division. This experience was life changing for me, specifically in how their use of language completely gave me a unique insight into seeing business through the eyes of our customers. '**On Stage**' for **Disney** is anywhere their customers can see the the staff (called '**Cast Members**'). '**Backstage**' becomes everywhere else the business operates that the customers (called '**Guests**') can't see them. I'm sure

you're seeing how they've taken the language from live theater and applied it to their daily business efforts. The **'Show'** is collectively put on by the theme park or store design, lighting, music, video, products, the uniforms (called **'Costumes'**) that the Cast Members wear.

All these things together created the Guest Experience. As you can imagine hearing these insights, they've had a profound impact in my career as a Creative Director and consulting micro businesses (1-5 member teams) and non-profits nation wide.

In YOUR business / project efforts ... how are YOU **On Stage** when it comes to interacting with your potential customers and repeat buyers? Here are three major areas to be very proactive in your own 'LIVE' marketing efforts:

NETWORKING - Of all the DIY options that could be considered in this guide ... networking is the TOP Non-Negotiable that you simply MUST be doing. Interacting face-to-face with your community / target audience ... hearing first hand the goals / dreams / pains they are experiencing ... these are some of the most valuable moments you'll invest in for your efforts to grow your business / project.

As you can imagine, combining this **same place / same time** live in-person experience with potential customers or current customers ... with one or more of the tools we've reviewed in this guide ... can be a POWERFUL combination for truly offering high value to your audience and ultimately potentially converting into future sales because of it.

TRADE SHOWS / EVENTS - These are some of THE BEST ways to maximize the networking process. Keep in mind though, your audience is faced with a TON of marketing messages each day of their lives, even more so when at an event like this. How does YOUR STORY stand out in their mind? In our experience, the best way to do this is by using **Edutainment** ... where you're engaging their senses

through an entertaining premise / question / presentation / graphic / video, etc. ... and then educating them within the values where they WIN by having your product / service help address their goals / dreams / pains.

A quick note on **GIVE AWAYS** or **FREEMIUMS** as the industry often markets them to you—do NOT invest in these if you don't have the experience or insight into getting a ROI (*return on your investment*) in a very tangible way. Far too many companies have a booth that gives away a 'widget' and they have ZERO way to know if they are getting any returns for these costs (*you're spending money on them, remember?*)!!!! It is wise to have a Creative Team that can help you evaluate several give away tools and the related relationship goals you'd have from using them at a live event for growing your audience and thus your business bottom line.

“Of all the DIY options that could be considered in this guide ... networking is the TOP Non-Negotiable that you simply MUST be doing.”

SPEAKING / TEACHING - “I'm terrified to speak in front of more than a couple of people at a time” is a phrase we hear so often it will be forever inscribed on the wall of our client's greatest fears BEFORE they work with us. We share this because what most people don't realize is, pretty much every other person they will most likely encounter in their lives, feels the same way!! The key here is...that's only a feeling. Very rarely has anyone **LITERALLY** died on stage (*and we've yet to hear of a case where it was the fright that did them in!*) Most often, that uncomfortable feeling can be harnessed to fuel your ability to present / teach a small to large crowd. Legendary performer Bob Hope wisely noted that to get past the nerves one feels when going in front of an audience, it's best to “*teach the butterflies in your stomach to fly in formation.*”

It is best to find a friendly environment to teach something that you know well and others would appreciate learning. Gardening, Cooking, How to _____, etc. These are all topics that millions of people on the planet want to learn and YOU know enough to be able to tell them something they didn't know before interacting with you! Trying to work with a friendly audience / environment as you get your feet wet will help you should fear be something that is holding you back from applying ANY of the insights shared in this guide ... most specifically the LIVE interactions with your audience.



On a very personal level, I must confess ... **I LOVE THE LIVE STAGE** ... be it on a full Broadway style stage ... a small cafe "stage" ... or one-on-one with people in performances (*I've been a magician for decades and STILL love watching their faces light up with wonder*) ... or even in sales / speaking / teaching moments. You simply will NOT get more immediate feedback and understanding of your own products / services / efforts from **ANY** media option than what you can experience in a **live** setting.

That said ... you DO have all these tools at your finger tips and some will be much more comfortable and easy for you step into before the others ... so how in the world do you figure out the map ahead for your business growth?

CHAPTER 9

“Toto, I’ve Got a Feeling

We’re Not in Kansas Anymore”

“You, my friend, are a victim of disorganized thinking. You are under the unfortunate impression that just because you run away you have no courage; you’re confusing courage with wisdom.”

- The Wizard (character in the movie THE WIZARD OF OZ 1939)

Follow the yellow brick road has become a well known part of pop culture over the past 75+ years since the movie version of **The Wizard of Oz** first lit up the silver screen.

Dorothy discovered herself in a land beyond what she had known before ... in more ways than one actually ... and thrived for having taken the journey. Your very own adventures in the land of **show business** have started and the characters, challenges, and excitement that are just around the bend are so very much a big part of the story that is unfolding before you.

Where Do We Go From Here?

Our crash course through the main spheres of media you will encounter and use in your own business storytelling efforts has most likely given you a LOT to think about. Maybe the list of notes you've jotted down are the fuel to your own DIY 'To Do List' when it comes to crafting your first highly visual storytelling effort.

Then again, maybe you're feeling overwhelmed by the level of detail that you now see goes into each of these disciplines. If you're like most, it's this later category you most likely find yourself in. Getting someone else that has a skill set and passion for using it to help you is looking more and more favorable. But where do you start? How much are these solutions going to cost you? How in the world do you describe 'you' (*or your business*) in a compelling way so that you CAN get this much needed help?!?

DO NOT WORRY ... because there are some key questions for someone you might consider asking to assist you in finding the answers and solutions that will take you to the next level in your business.

Here are the types of questions you **MUST** ask (*and be confident in the answers you're given*) before you book a designer / illustrator / branding expert / marketing genius / creative agency to help you with your Logo, Branding, Website, Business Cards, Marketing and more!!

What's your specialty?

You want to know if the team you're considering understands the real world limitations that you have when it comes to time, talents, and treasure (*your tight budgets*). Can they help you produce the results you're looking for?

Do you have Samples of your Work and Testimonials from previous clients?

Seeing the style they use, the diversity of projects they've worked on, and hearing from other's that have gotten real world results from the work they've done for them is a HUGE part of the process of selecting the right team to help you. If you were **dating them** ... this is where you're learning from their co-workers, friends, and family what they are REALLY like.

What strategies will you use to help generate revenue for my business?

If you search **graphic designer** online ... the number of results you'll get will be STAGGERING in just how many claim this title. You DO NOT want to hire a **graphic designer** though. As you've learned in this guide, you want a solution provider that sees the big picture of your business and / or organization's goals and wants to see YOU be successful in achieving these goals! Visual design is a very important part of this ... yet it's only a part. Ask for their initial insights into how they will help your bottom line financially to get some insight if they can help you do just that.

What do you need from me to get started?

You've picked someone, great! Understanding what is needed to make your project happen is important ... specifically to see if YOU are even ready to move forward on your project.

What is included in the price?

Buying a computer printer is AMAZING for \$19.95 brand new ... IF ... it includes enough ink to actually print enough pages to justify this low, low, low price. But what happens if the offer for this \$19.95 printer requires you to buy it with a credit card and you can ONLY get the ink required for it from the company selling via a monthly subscription of \$149.99?? When choosing a team to help you with your design needs, make sure you understand what is included with the purchase price so you don't get nickled and dimed to death. A higher investment that is all inclusive up front can save you THOUSANDS of dollars in the life of your brand. **Choose wisely.**

Who owns the design once it's finished and paid for?

This is related to the previous question, however it is important enough to highlight now. You want to know if you're getting the full rights to use the work in **ANY** media. You also want to know if you're being charged a lower price because a company sells that exact same design to other companies in your industry across the world. Whatever the answer, make sure you're happy with what you're getting for the price you're paying.

How long is your turnaround time?

A lot of the cheapest services (*we picked this phrase on purpose*) imply that they offer quick turnaround times ... BEWARE ... this is a double edged sword and can often mean you're getting poor quality work OR a template that they are slapping your words on. Most importantly, the shorter the turn around time, the less likely they are looking at **YOUR** bottom line when it comes to your revenue goals. Ask them to explain the turn around time to make sure it is in line with the amount you're investing AND still providing you the results you desire.

What happens if I don't like the initial design?

Revisions to the ideas are important ... a designer / coder / videographer, etc. should work to provide you what you ask for AND they agree to provide. The best teams to work with understand this and they will have a very clear pathway for how the design process and revisions / approvals work and will articulate that to you up front.

What platform do you use for CMS (Content Management Systems) Websites?

As more and more micro businesses and non-profits are seeing a real need to be online with their own website, they are going to be learning HOW a website is managed once it is built. A CMS is the industry standard for how information is built and then updated on a website. The best teams you'll work with will choose a solution that is affordable, reliable, and easy for a non-techie to use (*think of the skills it takes to use **Microsoft Word** as an example.*)

Will my website be compatible with smartphones, tablets and other mobile devices?

According to Morgan Stanley research, the total number of Mobile Internet Users surpassed Desktop Internet users back in 2014. It's no longer the a case of asking IF having your website be mobile ready for the millions of Smart Phones and Tablet style devices in your customers hands is important, we know it is!

Answering this related question is important ... How does my audience behave when using these portable devices in their daily lives? We are now seeing that over HALF OF THE TIME an adult spends on the internet each day ... is on their mobile device!

The implications are clear - if you're not able to reach your audience through mobile web experiences you ARE losing business to your competitors. Make sure the team you work with not only understands this, but prioritizes an affordable solution that puts a great user experience of your brand (website) in front of your audience on (nearly) ANY web connected device they visit you on.

Do you offer me the ability to sell products and / or services through my site (e-commerce)?


Online sales in the **United States** are expected to reach over \$500 billion by 2020, up 56% from \$335 billion in 2015, and mobile devices are expected to be a key reason for this growth, **Forrester Research Inc.** says. Making sure the team you're asking to help you make more money (*with the branding,*

marketing, and online experiences) has the ability to get you EASILY online with a sales solution is critical for the future of your project, business, and / or organization.


Will you integrate social media into my web design?

Over 2.8 billion people were using social media by the end of 2016, up 21% from 2015. Social media use on mobile devices increased by 30% year-over-year in 2016, surpassing 2.5 billion users globally (90+% of social media users across all devices - desktop / laptop computers, tablets, smartphones, etc). As you can see, having YOUR story participate in the spaces where your customers are is VERY IMPORTANT to the future of your earning potential. Make sure the team you work with can help you step into this arena and articulate to you WHY they recommend the spaces they'd place you in and HOW you can leverage this unique tool set for making more money and serving more people (not necessarily in that order).

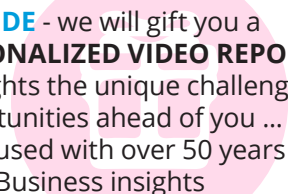
With all of these questions answered, I'm positive you'll know how to feel comfortable moving forward with your next visual storytelling project!



PREVIEW - we'll focus exclusively on YOUR goals, YOUR audience, YOUR results for the coming year



PRIORITIZE - the 'Map to Success' that is revealed through our detailed Diagnosis efforts is the priority for our efforts together



PROVIDE - we will gift you a **PERSONALIZED VIDEO REPORT** that highlights the unique challenges and opportunities ahead of you ... PLUS it's infused with over 50 years of Show Business insights

I'm the Creative Director for **Wow Media** and one of the authors of the **7 Simple Steps Series**. I want to let you know that our team is offering a limited time special of a **FREE Consulting session**, for those that take fast action ... where we will:

*(HINT: **all** business is "show business" in today's marketplace)*

If you've appreciated the insights shared in this **7 Simple Steps Guide**, take us up on our AMAZING OFFER ... and confirm Your **FREE Consulting Session & Personalized Video Report** from our team here at **Wow Media**! Over 20 years of in-the-trenches design and business experience working with Micro Businesses (1-5 member teams), Entertainment Businesses, and Non-Profits is represented at the link below in a quick video that shows how **Wow Media** can help YOU tell your unique story in ANY media (*Print, Digital, Live Events*):

www.WowMediaNow.com/get-started

BOTTOM LINE - do NOT miss out on this limited time offer that can mean thousands of dollars in additional revenue for **YOU** this year alone ... we're sure you'll thank us for this!!

Before you go though ... "So the real questions you need to ask yourself is ... 'do I feel lucky?' ... well ... do you?"

Funny how art imitates life ... because you SHOULD feel lucky ... turn to the next chapter to find out why!



CHAPTER 10

“Go Ahead,

Make My Day.”

“Uh uh. I know what you're thinking. “Did he fire six shots or only five?” Well to tell you the truth in all this excitement I kinda lost track myself. But being this is a .44 Magnum, the most powerful handgun in the world and would blow your head clean off, you've gotta ask yourself one question: “Do I feel lucky?” Well, do ya, punk?”

- Harry Callahan (character in the movie DIRTY HARRY 1971)

When Clint Eastwood gave life to this line in the early 80's, little did he know that this would be one of the **Top 10 Movie Quotes of all time!** It's FUN to say ... yet ... it is even BETTER when you can actually make someone's day.

We have partnered with our friends to bring you some extra **Bonus Offers & Resources.** We're POSITIVE these insights will have an INCREDIBLE impact in your life ... and more importantly ... the lives of those you serve.

7 Simple Steps to Creating (& Profiting from) Cards that Mean Business

The Dean of Success has LITERALLY written the book on what it means to have a **Business Card** and it is entirely about GETTING RESULTS from this often overlooked profit producing promotional piece of paper! **Dean Hankey** has graciously allowed us to GIFT this to people that take advantage of our **Free Consulting Session** ... and YOU can have it too!

7 Simple Steps to Creating High Quality Videos with No Previous Experience Necessary (... and start profiting from them THIS WEEK!)

This quick report will get you started on using the highly visual nature of video to have a massive impact on YOUR audiences in the next 7 days! As you learned in **Step 5 - Are You Ready for Your Close Up? ...** Video is here to stay. Choose ONE project and go for it ASAP to see just how big this tool can be to your business bottom line.

Thank you in advance for making an **O2B Impact ... Others Oriented Business impact** that is ... in the lives of those you work with from this point forward.

That's it! It's time to get started. Make sure to join us online and share what YOU'RE doing to make this world a better place with your products and services and we LOVE seeing the successes you're having from the insights and actions you take away from this quick guide.

Be sure to visit us on our Facebook page for regular posts, insights and fun!

www.facebook.com/WowMediaNow

An ideal choice for the future of your storytelling / marketing needs, take us up on our **FREE CONSULTING** where we will :

Preview
Prioritize
Provide

- we'll focus exclusively on YOUR goals, YOUR audience, YOUR results for the coming year

- the 'Map to Success' that is revealed through our detailed Diagnosis efforts is the priority for our efforts together

- we will gift you a **PERSONALIZED VIDEO REPORT** that highlights the unique challenges and opportunities ahead of you ... PLUS it's infused with over 50 years of Show Business* insights

**HINT: all business is "show business" in today's marketplace!*

Confirm your session by going to:

www.WowMediaNow.com/get-started

Our Team looks forward to working with you!



Plus you'll also get these 2 Guides as our **Thank You** for letting us put our **“Time where our Mouth is”** to prove we care about the future of your business / project goals and revenues.