

“Attract enthusiastic customers
like a blockbuster movie
attracts fans!”

The

Blockbuster *business* Logline

*An innovative 4-step formula for your business to
increase leads and capture customers!*

JAMES VALKO

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Who am I?

Why listen to me?



James Valko

Once upon a time I worked for a company as a business consultant. One day the CEO came into my office and asked if I would cover the Director of Marketing's post. A family emergency had come up and the usual Director of Marketing, I was told, could be gone for a while. To this day I'm not sure why the CEO asked *me*. My consulting schedule had been slim at the time, so I said sure.

What happened next changed my life. (I'm about to reveal a secret I never told anyone before. So come closer).

Direct mail was the main method the company got leads back then. As the interim Director of Marketing, I simply had to assure the mail went out on time and that a few other things were in order.

I looked at the advertisements/promotions that were scheduled to go out and thought that, well, quite honestly, I could write better ones.

Long story short, I wrote a couple of sales letters, sent them out instead of the scheduled promotions, and a couple of weeks later I was asked to permanently take over the Director of Marketing post. Why? Because the response from my sales letters was out the roof. The best they ever had. By far.

Suddenly I was a “genius” (they said.)

I stopped consulting and became the Director of Marketing (it paid better). For several years my advertising copy attracted thousands of leads that led to millions of dollars in revenues for that company, per year.

That was the beginning of my thirty-year career as a copywriter and marketing director, first for other companies and eventually my own companies.

But none of that is important.

What you need to know is why my sales letters worked so much better than the promotion that had previously been going out (which had been getting an “acceptable” response.)

My sales letters worked because I told a STORY. At the time, I didn’t know the power of story. I just did what kinda came natural to me. I have since learned that people are hard-wired to *respond* to stories. It’s in our DNA, all of us.

See, the consulting company was headed by a guy that gave business seminars. The job of Marketing was to get people to attend his seminars. He was articulate and intelligent and funny as all hell. From the stage, he would tell stories of how he became phenomenally successful. The audience would be on the edge of their seats, roaring with laughter.

Here's my secret. . .

When I wrote those first sales letters, I simply repeated the stories the seminar leader told and invited the recipients to attend one of his seminars. Simple. Dead simple. It was the man who was a genius at telling stories. A real pro. I was just smart enough to copy him. The point being. . .

There is a real art (and science) to telling stories. There are specific techniques that story tellers use that create emotional responses in the audience – that, when applied to business, get prospects to want to ACT.

Now you know my story.

A Warm Handshake,
Jim Valko

P.S. In case you are wondering, the fellow who was the Director of Marketing went on to become a doctor. That was *his* calling.

Introduction

The internet has spawned millions of businesses. There are websites and videos and social media posts, and the problem is that there is too much communication. Or better stated, not enough *focused* communication.

On one side you have the public who has become numb to all the communication, on the other side you have businesses that feel they must communicate everything about their business (products, services) to the point where the consumer sometimes doesn't get a clear, concise, alluring idea of what those businesses even offer.

Recently I had a client who had been in business for years. She had glowing testimonials. She offered many services. She had won awards and was praised by celebrities. She wanted the world to know about all these great things and all the great things her service could do for people... for everyone! (As you know, there is no "everyone" when it comes to marketing. There is only your public.)

When I suggested that she distill all the communication down to one single and powerful message that can be pounded home repetitively she said, "You are right! Absolutely. Let's do it!"

Famous last words. Trying to get it done was nearly impossible. She just had to display all of her accomplishments. Her website was a smorgasbord of "great things" that would confuse even the hungriest consumer. In a nutshell, it lacked a laser-like message that triggered the visitor to act.

We call this laser-like message the Blockbuster Business Logline.

A Blockbuster Business Logline may be the most important part of your business. That's a big statement, I know. But as you read through this book the truth of it will become clear to you.

The internet has prompted millions of businesses to enter the marketplace that, without the internet, would not exist. It has also prompted big businesses to grow even bigger, taking up a lot of online “real estate.” The competition is fierce. A Blockbuster Business Logline can be your beacon of light that shines through the market glut and lets people know WHO you are, WHAT you are, and most importantly, what your business can do for them.

The Blockbuster Business Logline is a storytelling selling technique, deceptively simple yet incredibly powerful.

I believe hundreds if not thousands of businesses fail each year, in part, for lack of having (and applying) a Blockbuster Business Logline for their operation.

The Blockbuster Business Logline is not just a marketing tool. It's an articulation of what makes up the VERY FOUNDATION OF YOUR BUSINESS. It's a living breathing statement that can help align every aspect of your operation so that it delivers a rich, glowing product to the consumer—to not only make him or her glad they did business with you but keep them coming back.

An excellent business logline can be used repetitively in social media, ads, websites, communications of all forms. Not only does it tell the consumer why they should do business with you, it helps keep every employee representing your company “on message.”

Rekindle Your Purpose

Marketing and running a business can be a hurricane of activity, so much so that owners, managers and employees can not only lose focus but lose the spark that started the business in the first place.

The Blockbuster Business Logline can rekindle that spark, that original inspiration that launched your operation in the first place. It lays out the path to be traveled and helps keep you and people burning with passion while staying the course.

So, don't think of this book as just a cute little read. Think of it as providing a dynamic tool that, when applied, can be the difference between success and failure. The Blockbuster Business Logline is just one of the tools used in Story World Marketing, a subject you will want to learn more about, described in the next chapter.

Please read this book all the way through. Hidden in it is a gift waiting for you!

Story World Marketing

The internet has forever changed how business is done. You already know this. But one aspect you may not have thought about is how to leverage the *most important change* the internet has provided to help grow your business.

Today, no matter the size of your operation, the internet and all the attending technology provides you the opportunity to create a STORY WORLD for your business. What's a Story World? It's the world that authors and movie directors construct that tells their stories. It's the amusement park, plot, characters and dinosaurs in *Jurassic Park*, or the spaceships, characters and galactic villains etc. in *Star Wars*.

Your life is a story. America is a story. The National Football League is a story. Every religion is a story. Every product is a story. And every business is a story.

Stop Boring People with your Marketing

Unlike traditional marketing, Story World Marketing utilizes story techniques that writers and directors use to make blockbuster movies. Story World Marketing adds sizzle and dimension to the presentation of your business that can result in more leads, more customers, and more revenues.

Story World Marketing is about how to create and market your business using the same Story World building techniques that great storytellers use. You can find out more about it at www.StoryWorldMarketing.com

Emotion Sells

The primary goal of a Story World in a movie is to engage the audience and trigger EMOTIONS in them.

When your business is presented as a story it also engages people and triggers emotion.

Remember, people don't buy things, they buy EMOTION.

Your business logline will be the first emotion-generating element that people will see that will prompt them to act. In the following pages you will learn a 4-step formula to bring this about.

In movies, the logline is a one or two sentence description of the story, which itself must sell the story. The movie logline is the HOOK that grabs people. It is the most basic, most fundamental, and most important tool for marketing a movie.

The same is true of the Blockbuster Business Logline. Its purpose is to HOOK people. It is the most basic, most fundamental and one of the most important tools for marketing your business. Yet currently, few businesses utilize or even know about the Blockbuster Business Logline. This is good news for you because you are ahead of the curve.

So, let's create a blockbuster logline for *your* business.

Standby...

Lights.

Camera.

Action!

The Blockbuster *business* Logline

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What sells movies

Imagine you are a screenwriter.

You have an idea for a movie. You spend two years racking your brain, writing your story in the form of a screenplay. How are you going to get a production company to invest millions to make it into a movie? What will be the main device to promote your screenplay to the guys with the big bucks?

The *logline*.

The *logline* is the major force that will propel your screenplay into production. The logline is a one or two sentence summary of the screenplay that conveys the premise of the story and also creates an emotional impact that hooks the reader.

If a screenplay doesn't have a killer logline, it will never get made into a movie.

Show Me the Money! But not without this...

Now that you have a production company to turn your screenplay into a movie, they will spend a year or two gathering investment money to make the film. Finally, they'll shoot it, spending 60 million dollars, and it'll take a year or so to complete the project.

We'll call it *The Friendly Robot*. Next... How is the production company going to promote the movie to the public?

What is the main marketing device that will sell *The Friendly Robot*? The trailer? The posters? The advertising (if there is any)? Positive movie reviews? Something else?

You know the answer. Although all the above are important. Arguably, the main device that is going to sell your movie is... drum roll... the logline.

As unbelievable as it sounds, the movie business revolves around that 25-to-40-word logline. Years in the making, millions of dollars spent, all come down to a few precious words to, first get the movie made, and then sell the movie to the public.

Yeah, yeah, I know. A movie's success does depend on other factors, like how good it is. But still, there are practical reasons the logline is a main selling point.

The logline can be the main selling point for your business as well, which we'll get to momentarily. First, a little understanding is in order.

The concept of a "logline" originally came from how movie reels were stored in movie production houses. There was a *logbook* that listed the movies that were stored. In that book there was a line next to the movie title where a person wrote what the movie was about. That was the *logline*.

When TV started TV shows were described in the *TV Guide* that came in Sunday newspapers. It listed (logged) all the shows for that week, describing what channel they were on and what each show was about. The *logline* was the line of text that described the story or show.

Today you see the logline on your TV cable guide. People decide if they are going to watch a movie or show based on the *logline*.

The movie logline (and business logline) distills the most alluring aspects of a movie down to a few words that hook the reader.

Let's look at some examples of movie loglines. Afterwords we will translate the basic concept of how to create a movie logline into a blockbuster business logline.

Logline:

In order to catch a psychopath killer who skins his victims alive, a green FBI cadet must seek the help of an incarcerated psychopath killer.

The Silence of the Lambs

Logline:

A cowboy doll is profoundly threatened and jealous when a new spaceman figure supplants him as top toy in a boy's room. Competition between the toys turns into disaster.

Toy Story

Logline:

A king, whose royal position necessitates that he speaks eloquently in public, can't talk without stammering. A nation's destiny is in his hands.

The King's speech

Again, the purpose of the logline is to hook the reader.

Next, we'll look at the value of a logline relating to your business.

The value of a business logline

A Blockbuster Business Logline can be used to promote a *business*, a *product*, or a *service*. Please keep this in mind while reading through the following pages .

The *purpose* of a Blockbuster Business Logline is dead simple:

EVOKE UNDERSTANDING OF AND DESIRE FOR YOUR PRODUCT IN THE PROSPECT'S MIND.

You'd think that every business would have a logline that hooks people into wanting to do business with them. Oddly enough, most don't. It's one of the reasons I wrote this book. I was sick of the jibber jabber I saw when I visited websites. Don't take my word for it, randomly visit ten websites. You'll find that few have a CLEAR, UNDERSTANDABLE, SHORT description of their products that HOOK you.

Before we create a logline and talk about its use know this:

A logline is NOT a slogan!

In business a slogan is a pithy group of words that identifies a brand and is used in advertising.

A slogan is a quick-hitting *branding* device.

A logline is a quick-hitting *selling* device.

Slogans are important. They help create an image, attitude, or position a

brand in the public's eye. They help make a business memorable, but on their own they do little to sell a service or product.

Nike's slogan, for example, *Just do it*, expresses an attitude. With millions of dollars of advertising behind it, it helps sell shoes. But presented all on its own it does little.

We tend to remember business slogans of big companies that do loads of advertising. We generally don't remember slogans for small businesses because they don't spend a ton of money pounding the slogan into our collective heads.

Different than a slogan, a logline all by itself is a *selling device* that interests a person in purchasing your product, or at least finding out more about it.

A logline is more descriptive than a slogan, it's meant to be read or heard by the public, not memorized. It clearly explains what you are offering.

I am not pitting a slogan against a logline. I am only pointing out the difference. Both have value.

In the movie business slogans are often called taglines. In the 80s there was a horror movie called *The Fly*. The logline went something like this...

A brilliant but eccentric scientist begins to transform into a giant fly after one of his experiments goes horribly wrong.

The tagline (or slogan) for *The Fly* was this...
Be afraid. Very Afraid.

See the difference between a logline and a slogan?

Why does your business need a logline?

The world is moving at break-neck speed. The internet insists that you tell people what you and your products are about in a flash. If you don't appeal to your audience instantly, they go to the next thing vying for their attention. It really is that simple.

We are not pitting a slogan against a logline. We are only pointing out the difference. Both have value.

Similarly, a logline is not a mission statement.

A mission statement is a statement communicating a businesses purpose for being. In my opinion it is something that usually has more value internally to the management and staff of a business, than used externally as a message to the public.

And a logline is not a headline.

A headline is the communication that hooks a reader/viewer/listener, so that they want to see, read or hear the rest of an advertisement. Although headlines are vitally important, a headline is not a logline. You will soon see the difference.

Find out how to enhance your advertising with blockbuster headlines [here](#).

A logline is a communication best used for a business where millions of people don't necessarily know who you are or what your products are about. Amazon probably doesn't need a logline for their brand, however most of the products they sell in their store do need a Blockbuster Business Logline; for the logline describes the product in a few impactful words as possible which enhance sales.

To make sure we are clear: a logline can be used for the overall *business* as a branding device, or for a *product* (or each product if the business sells several.) A logline can be used to sell a *service* as well.

If you are just starting out in business, it's important you create a logline before you even begin your endeavor. It should be your first step. This way you layout exactly what your business will deliver of value to the customer in an enticing way. The rest of the business should grow out of that declaration. (see the chapter "Startups").

Seasoned screenwriters often write the logline of the story *before* constructing the story because they know if the logline doesn't sizzle no one will be interested in the story. It's an act of making the story sellable, before writing it, and then constructing the story based on the logline—this is much different than writing the story and then constructing a logline that describes the story afterwards. The same should be done for a business.

If you are already in business that's okay. What I am about to reveal will help you "adjust" your business, particularly your marketing for a better outcome.

Components of a Blockbuster Business Logline

The Blockbuster Business Logline formula consists of four main components.

1. State a *major* BENEFIT that your business, product or service offers.
2. State the *unique* POSITION in the marketplace that your business, product or service occupies.
3. State the *wonderful* OUTCOME of using your business, product or service.
4. State the exceptional FEATURE that your business, product or service has.

BENEFIT. People often confuse features with benefits. Features are the things that make up your product or service. Benefits are how the consumer will benefit from using your product or service.

A *feature* of a smart phone is that it stores 1Gig of memory.

A *benefit* of a smart phone is that you can store 1000 songs for your listening pleasure.

Benefits *sell*. Features *describe*. Consumers want to know what's in it for them. Answer that question and you will be stating the benefit(s.)

That doesn't mean features aren't important. How much you dive into a feature depends exactly on what you are selling as you will soon see.

POSITION. Carving out a position in the marketplace consists of stating how your brand, product or service is unique so that it stands out. Years ago, the soft drink, 7up positioned itself by boldly stating it was the "Uncola." This gave them instant brand identity, an instant position. Other drinks in the market are simply colas, but 7Up is the Uncola.

With positioning, you can position your product or service as being different than the direct competitors in your space, such as 7up, or you can position your product or service as being different than a whole other category of products, such as a chiropractor positioning his service against the category of medical doctors. (see the example below).

Perhaps you are thinking there is nothing about your product that is unique. Perhaps the toilet paper (example) you sell is just like everyone else's toilet paper. If this is true, you had better create something distinctive or exceptional, otherwise you won't get noticed, especially in such a crowded space as that of TP. But chances are there is already something unique about your product that is worth stating. You just haven't identified and verbalized it.

Here's a trick. If your toilet paper really is like everyone else's you can state something like: "Cuddles TP only uses the freshest virgin paper for softness and purity." This statement makes your product sound unique, but in truth most commercial toilet paper comes from pure, virgin organic wood. So,

you are simply stating that your TP is the same as every other type of TP. But the public doesn't know this, so by stating what they don't know the *perception* will be that your TP is unique. Get it?

With a business logline, or any other type of communication about your business, you're not going for reality. You are going for perception. Perception *is* reality.

You don't want to lie about your business and your wares. You want to tell the truth in a way that stimulates interest in your desired public.

OUTCOME. This is what the end-user might experience if they use your product. You can think of the outcome as being a more intimate experience than the benefit stated. If the benefit is that a 1-Gig smart phone holds 1000 songs, the outcome could be "for your listening pleasure."

The four-component business logline of Position, Benefit, Feature and Outcome works equally well whether you are describing a product, service, or wanting to brand your company. It is a formula. But it's not a formula that is meant to be followed mechanically. Every product, company and service is different. Therefore, judgment must be used when creating your logline. Some products (such as hi-tech) demand that a feature be emphasized, others don't need a feature mentioned. Sometimes the benefit is more important than the position. You'll get the idea as we go through some examples. Just don't get robotic about it. Use the formula as a tool, not as a law.

Now let's create some Blockbuster Business Loglines.

Constructing a Blockbuster Business Logline

Let's say you have a landscaping service.

What might you say that will cause someone to want to use your service instead of the 30 other landscapers in your area? What might be your logline using the four components of Benefit, Position, Feature and Outcome?

I did a google search on "landscapers" in my area and the first website that came up showed a picture of a landscaper and his crew with a headline that stated the following about their service:

"We are your land specialist providing superior service."

This sentence says a lot of nothing. It uses cliché words that have zero impact. Everyone claims their service is "superior." The word is dead on arrival. And what does this mean, "we are *your* land specialist?" Me, the person visiting their website is not yet a customer, so they are not "my" specialist. And yes, the word "specialist" is cliché as well.

Your Blockbuster Business Logline needs to be original and unique. This means avoiding cliché words and worn out phrases at all costs.

Now let's look at what a landscaper could say if they use the Blockbuster Business Logline formula: Position, Benefit, Feature, Outcome.

Sample of a landscaper logline:

“While other landscaping services might make your lawn acceptable, we make you proud. Our 16-step maintenance protocol keeps your lawn looking vibrant and healthy 365 days a year.”

Unique **Position:** *While other landscaping services might make your lawn acceptable, we make you proud.*

Stellar **Benefit:** *keeps your lawn looking vibrant and healthy 365 days a year.*

Wonderful **Outcome:** *Keeps your lawn looking vibrant. We make you proud.*

Distinctive **Feature:** *Our 16-step maintenance protocol.*

Don't worry if the four components crossover and interconnect with each other. You'll notice that “We make you proud,” is part positioning statement as well as the outcome. That's okay.

Concerning the feature, what if the landscaper doesn't have a “16-step maintenance protocol?” Then invent one, or invent something else that makes a feature of your business unique. A Blockbuster Business Logline is not just a writing exercise. You must “live” these components. You don't want to just say you are unique, you have to be unique.

The Blockbuster Business Logline is about expressing the four concepts in a way to make the prospect thirst to do business with you!

We have a saying: *“If your logline doesn't sizzle, sales will dribble.”*

Don't forget to construct your logline so as to trigger *emotion* in the reader. **Emotion comes from the root words, Excited Motion. When you spark Excited Motion in someone you are more likely to get them to buy than if you don't.**

This phrase “we make you look good,” is designed to trigger emotion. Yes, people have their lawn landscaped so they can enjoy how it looks. But they also do it because their lawn is a representation of THEM.

Here is the logline again with the emotion words bolded:

*“While other landscaping services might make your lawn **acceptable**, we make you **proud**. Our 16-step maintenance protocol keeps your lawn looking **vibrant** and **healthy** 365 days a year.”*

Next, let's take a chiropractor. I did a google search and the first website I came upon described a chiropractor's service this way: “Hope. Healing. Restoration.”

Then after those three words, on the website, came a long dissertation as to why someone should see a chiropractor.

“Hope. Healing. Restoration,” dare I say, are cliché and rather hollow. They are also more of a slogan than a logline.

“Hope.” To me, doesn't radiate a lot of confidence.

“Healing.” Okay. It's what I expect from a doctor.

“Restoration.” I'm not sure what this means relating to chiropractic treat-

ment. I think of restoration as being what builders do in restoring homes.

WORDS ARE IMPORTANT. Your logline must be crystal clear in its meaning AND IT MUST CREATE WANT.

This particular chiropractor made the point on his site that he is a “holistic healer.” He was trying to appeal to a natural health conscious/clean eating type of public. Therefore, I wrote a logline depicting a holistic image. This logline may, or may not, be appropriate for every chiropractor.

“While medical doctors use drugs and surgery, our organic treatment works to naturally and holistically rid your body of pain, inflammation and disease and put you in control of your health and life.”

If this was all it said on the chiropractor’s site, the visitor would have a clear-cut idea of what the doctor could do for him or her -- stated in a way to prompt desire.

Can you spot the Position, Benefit, and Outcome? We also added a Feature. Don’t get hung up what order these four components are arranged in, that they are present is what’s important.

Unique **Position:** *While medical doctors use drugs and surgery, our organic treatment works to naturally and holistically.*

Distinctive **Feature:** *organic treatment.*

Stellar **Benefit:** *naturally rid your body of pain, inflammation and disease.*

Wonderful **Outcome**: *put you in control of your health and life.*

And what are the emotion words in the logline? Here they are in bold:

*“While medical doctors use **drugs** and **surgery**, our **organic** treatment works to **naturally** and **holistically** rid your body of **pain**, **inflammation** and **disease** and put you in **control** of your health and life.”*

If we took emotion out of the description and did not follow our formula the chiropractor’s description might look something like this:

“Chiropractic care works the body's neuromuscular and musculoskeletal systems. Our hands-on treatment manipulates the bones, muscles and nerves to bring the body back into balance.”

If you are giving a seminar to other doctors on what chiropractic treatment does, the above headline might suffice. But if you are trying to interest people in your care, forget it.

“If your logline doesn’t sizzle, sales will dribble.”

We’ve made loglines for services. Now let’s make a couple of loglines for a product. We’ll start with a logline for a chocolate bar. I have sitting on my desk a *Hu* candy bar. Hu makes organic, non-processed, non-sugar, chocolate bars. On the packaging it says, under the name Hu “Get back to Human.” That’s the slogan, the HU in “Human” is their name, Hu.

I go to their website and don’t see a logline. I would suggest they have one so that people instantly know what their products are all about. Here you go:

“Hu are scrumptious organic chocolate bars that deliver the sweet taste of traditional chocolate without harmful processed sugar, gluten, or GMOs -- keeping you slim, healthy and happy!”

Does this make you want to have a Hu chocolate bar? If so, the logline did it's job. If not, more work needs to be done.

Can you spot the Position, Benefits, Outcome and Feature? Might this logline trigger emotion?

Position: *without harmful processed sugar, gluten, or GMOs.*

Feature: *organic chocolate bars/ without harmful processed sugar, gluten, or GMOs.*

Outcome: *keeping you slim, healthy and happy.*

Benefit: *scrumptious organic chocolate bars.*

Let's take another product. *Bug Bulb* is a small bulb (looks like a lightbulb) that zaps bugs in a space. Here you go:

“Unlike toxic bug spray, Bug Bulb zaps those pesky flying insects dead anywhere, inside or out, without harsh chemicals so that you and your family remain disease, itch and bite free to enjoy life!”

Position: *Unlike toxic bug spray.*

Feature: *zaps flying insects anywhere, inside or out/without harsh chemicals.*

Benefit: *to keep you and your family disease, itch and bite free.*

Outcome: *to enjoy life.*

And then a sprinkle of emotion, “zaps those pesky flying insects dead.”
People love to kill insects!

Just as a movie logline tells the story of a movie in an enticing way, the business logline does the same.

Now that you know the formula for creating a logline, you should know that using the formula isn’t always necessary. Again, it all depends on your product.

Let’s say you sell a brand of blue jeans called Tough Guy Jeans.

Everyone knows what blue jeans are and most know the benefits. You may simply want to focus in on one simple concept that gets your unique message across in an alluring way.

Your Tough Guy jeans logline might say something like:

“Tough Guy jeans are the most durable blue jeans at the best price. Period.”

For a certain type of “man public” this might be all you need to say. But even here you are alluding to a Position, a Benefit, and a Feature. Can you see what they are?

Theme and motif

Time to mention these two important Story World concepts, theme and motif.

The *theme* is the central message of a story. In the movie, Titanic, for example, *love*, is the topic of the film, but *loving someone of a different social class* is the theme.

The *motif* is the repeated element that supports the theme. Titanic is a love story between the rich and the poor, two people of different social classes. That theme is repeated throughout the story in many ways as motifs: The opening scenes show Jack the poor artist winning a ticket onto the Titanic in a poker game, juxtaposed to Rose, the rich girl being escorted onto the ship by her rich fiancé and servants.

Later, Jack is caught by the rich women teaching Rose how to spit off the side of the ship. After that Jack and Rose dance in the lower level of the ship with the poor workers. On and on it goes, motifs repeating the theme of love between people of different social classes. The general message is that the rich are incapable of love. They are miserable, greedy people and the poor guy, Jack, is carefree and giving.

Theme followed by motif after motif is how great movies are made. The same is true of a business. Every business needs a theme, and that theme should run throughout the business and show up in every communication, transaction, advertisement, etc. in the form of motifs.

The subjects of business themes and motifs is covered at www.StoryWorldMarketing.com.

Back to Tough Guy jeans. The name says it all. The theme is tough, durable jeans. (It even has a double meaning, suggesting that in addition to the jeans being tough, the man who wears Tough Guy jeans is tough).

The final word in the logline is, “Period.”

Tough Guy jeans are the most durable blue jeans at the best price. Period!

The word “period,” used this way, is a sort of tough word, isn’t it? It is a motif on the theme tough and durable. There’s nothing more to say about these jeans. Done. Over. We’re through here. Period. Motif.

Now you have a couple more techniques to think about when constructing your Blockbuster Business Logline, theme and motif.

[Visit here for help creating your Blockbuster Business Logline.](#)

At this point I hope you are beginning to see that your logline isn’t an after-thought. It’s not just “lip service.” **Your logline is the very foundation your business is built on (or should be built on). It’s a clear, alluring statement of what your business, products and services are about.**

A Blockbuster Business Logline is a statement portraying the very essence of what you have to offer. Again, if you have an existing business, you may find that writing one will necessitate that you make some changes in your operation to align with your logline, just like a screenwriter might change his story to align with a sizzling logline.

The Blockbuster Business Logline is so important that it bears repeating: If you are thinking of starting a business or selling a product you should start with the logline. If you cannot communicate the essentials of

the product or service with a great logline then perhaps you should scrap that business idea and pick some other item to invest in.

Think of the logline as catching lightening in a bottle.

If you ever watch the TV show, Shark Tank, you will notice that those looking for a Shark to invest always revolves around what benefits their product offers, how their product is positioned in the marketplace and what is the outcome the user will experience. If their pitch doesn't cover these subjects (which it often doesn't) the Sharks will get it out of them with their questions.

I would suggest to anyone appearing on Shark Tank that they develop a Blockbuster Business Logline *before* going on the show and then feed it to the Sharks. It's good bait.

Writing a Blockbuster Business Logline shouldn't be an automatic "paint by the numbers" activity. The one thing I can't teach is creativity, and, as I already pointed out, it takes creativity to construct a great logline.

It's not unusual for me to make 50 versions of a business logline before the right one "clicks." (Catching lightening in a bottle.) You hear screenwriters and actors say this all the time. They must write, write, write and act, act, act, until everything finally clicks into place. It can take real work with much "pencil chewing" for the right words to come.

This is why my company offers a [Blockbuster Business Logline creation service](#).

[Click here](#) to learn how the professional copywriters at Story World Marketing can create a Blockbuster Business Logline for your business, products or services that attract customers like a blockbuster movie attracts adoring fans!

Write Blockbuster Headlines that Rivet Attention and Sell Product!

It doesn't matter what form of marketing you use. How many tricks you have. How many marketing funnels you create. You are not going to sell product unless you can write a killer sales pitch!

Everything else is for naught if you can't construct a pitch that makes people run through walls to buy your product.

And what's the most important part of the sales pitch? It's the HEADLINE! And it has only 2-seconds to perform its magic.

According to research, if you don't hook and pull prospects into your ad or message within 2 seconds you lost them. It's called Breaking Through the 2-Second Barrier!

The *How to Break Through the 2-Second Barrier* e-book will teach you:

The number one reason people aren't responding to your advertising, emails, videos and messaging *to the degree you desire* and what to do about it!

The nine most powerful types of headlines that get noticed!

3 ways to inject emotion in your advertisements, emails, social posts, videos or any other type of message!

The 4 things *never to say in a headline*, so as not to drive people away!

How logic can fail—create copy that is an emotion-generating powerhouse!

How to *save massive amounts of time when writing copy!*

How to use 99 of the world's greatest headlines as a model for creating your winning headlines!

When and when not to *use fear headlines* for full impact!

67 proven and potent words that make your headlines jump off the page!

The *How to Break Through the 2-Second Barrier* e-book is only \$9.95 (normally 19.95). This offer is good only to readers of the *Blockbuster Business Headline book*.

Your advertising is only as good as your headline.

ORDER NOW!

Startups

So, you want to start a company. Or you want to start selling a product or service. How do you begin? What is your first step? I'll make this simple for you.

As we touched on in this book, the first step for a startup, before spending a cent on production, distribution, or advertising, should be to create a Blockbuster Business Logline.

If you can't create a sizzling business logline then it's unlikely you will create a successful business. Just as the smart screenwriter starts with a logline, before investing her time in writing a story, you need also to start with a logline before investing in a business.

The business logline is especially important if you want to get investors.

This is how your pitch meeting *should* go:

YOU: I have a business I want you to invest in.

INVESTOR: Tell me about it.

YOU: (You state the logline).

INVESTOR: Wow! (he or she breaks out their checkbook.)

Of course, I'm exaggerating to make a point.

If the logline doesn't sizzle, sales will dribble.

Just as you don't want sales of your product to dribble, you don't want investment money to dribble in. It all starts with a Blockbuster Business Logline. The attractiveness of your logline will tell you (and others) if your

business idea is viable.

WARNING: If your startup idea is a business that sells horseshoes to dog owners, following the Blockbuster Business Logline formula isn't going to help you. The formula is only as good as the "big idea" in which the business is built on. If you don't have a great "big idea" for a business in the first place, the logline won't help much. But if your "big idea" is solid, the logline will make sparks that lead to investment money and sales.

If you follow the business logline formula and can't make your logline sizzle than you can do one of two things. You can pay the [professionals at Story World Marketing](http://WWW.StoryWorldMarketing.com) to create the logline for you, or you can realize that maybe your idea for a company, product or service might not be viable and scratch it. That's the beauty of a business logline. If you can't make the logline sizzle *before* you open your business, you can scratch the idea and save yourself from bankruptcy in the future.

What will most likely happen, if you find you can't create a great logline, is you will have to change your thinking about the business you want to create. You will be forced to create a business that matches a great logline.

Start with your logline. Make it sizzle. And then create your business based on the logline. It's magic—movie magic. By doing it this way you can save yourself a lifetime of heartache, money and time.

The call to action

What should you do after your Blockbuster Business Logline is written? Is there something that should follow it? You probably know what it is, the Call to Action (CTA).

A Call to Action is an invitation for your audience to take a desired action. What action they take is determined by you. Thus, it's important to very carefully think through what that action should be that would immediately, or eventually, lead to a sale.

There are two rules for a CTA.

1. Make it EASY for the prospect to reach.
2. Make your CTA PERSONAL.

Here is the logline for my marketing company, Story World Marketing.

Story World Marketing makes a blockbuster hit out of your business by using proven movie story techniques to attract enthusiastic leads and passionate customers who keep coming back.

Can you spot the Position, Benefit, Outcome, and Feature?

On the next page is an example of the CTA.

Because you took the time to read *The Blockbuster Business Logline* book you are eligible to receive a FREE EVALUATION of your marketing/advertising.

If you think your marketing, your advertising, your sales copy, or your social media efforts could be improved, or you just want a second opinion, please [click here and we will contact you for your FREE EVALUATION](#).

Create your Blockbuster Business Logline

Exercise:

1. Write down all the benefits of your product and service. Make as long a list as you can.
2. Write down the features of your product, service or company.
3. Write down what makes your product or service unique or different. You may think “but I’m not different.” Or “My product isn’t different.” Yes you are. Yes it is. You just have to find a way to create the *perception* that you or your product are different or unique.
4. Write down the outcome someone will experience with your product or service or by using your company. Remember, outcomes and benefits are cousins.

The two are similar, with an outcome being perhaps more intimate, sort of topping on the cake. Write down everything you can think of.

Now create your logline. This may involve several drafts. Just keep writing it until you feel it accomplishes the purpose of creating want and desire for your product(s), services or company.

And don't forget to add emotional impact.

When you are happy with your logline, use it in the following ways:

The main message on your website's home page

On your business cards

Your phone message

Your sales team's main verbal message

The primary message in your advertising

The theme of all your social media

In all your emails

Have your sales team memorize it as part of their sale's pitch... but make sure it doesn't sound like a "pitch." It must sound natural and unrehearsed.

Remember: Avoid cliché words and worn-out phrases such as, "Quality service." "Superior results." "Solution driven." "World class." "Very."

"Superior." There are thousands of clichés. You will know them when you see them because they lack sizzle.

Often just the exercise of creating a logline makes you view how you present your business to the world in a different light. It may even make you rethink some other aspects of how you run your operation.

The Blockbuster Business Logline is only one small part of Story World Marketing. [Click here to find out more.](#)

Take Advantage of this FREE Evaluation to Help Improve the Effectiveness of your Marketing—more Leads, Sales and Profits!

Marketing a product in today's business environment can be challenging and even confusing. For success, many moving parts need to be working at 100% efficiency.

I have often found that if a company's marketing isn't yielding the desired results, then that company is trying to fix the wrong problem. They're trying to make their website look slicker, or spruce up their promotional copy; or they start yet another marketing funnel, or they work on their SEO. Maybe they just blame their competitors.

Many of these things may need improving, but often there is an *underlying cause* that is hurting their marketing that is undetected. This is where a *Story World Marketing Evaluation* can have extreme value.

It consists of a trained professional outside of your business who diagnoses your marketing the same way a competent doctor would diagnose an illness.



FREE EVALUATION

Because you are a reader of the *Blockbuster Business Logline* E-book, my wish is for you to experience *all* the marketing success you desire. It is for this reason that we are extending a FREE Story World Evaluation of business to you.

[Simply click here](#), fill out the form and one of our coaches will be in touch with