



If you like variety, you'll love STARZ

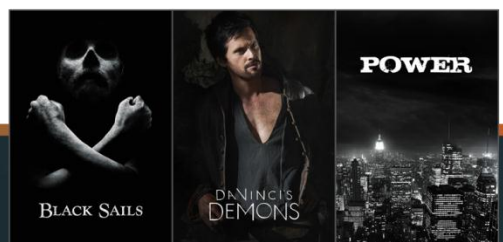
STARZ has so much variety, from great original series, blockbuster movies to family entertainment. How would you describe the STARZ package and each of these STARZ original series to your customers?

Program Or Service	Adjectives Or Descriptive Words	Say...
Da Vinci's Demons	1. 2. 3.	"If you like _____, _____, and _____, you'll love Da Vinci's Demons on STARZ!"
Black Sails	1. 2. 3.	"If you like _____, _____, and _____, you'll love Black Sails on STARZ!"
STARZ	1. 2. 3.	"If you like _____, _____, and _____, you'll love STARZ!"

If you like captivating original series and hit movies, you'll love STARZ®

Name: _____

STARZ Original Series



starz TAKING YOU PLACES

Facilitator's Guide

In this huddle exercise, CSRs are brainstorming words that can be used to describe or can be associated with the particular STARZ product. They must then use those words to develop an "If you like..., you'll LOVE ..." phrase they can say on the phone. You should ask which type of customer would most likely be interested in each type of service. For example, HBO or Showtime customer, might be interested in other series, like Boss or Spartacus.

Program Or Service	Adjectives Or Descriptive Words	Say...
Da Vinci's Demons	<i>Historical Drama</i> <i>Leonardo da Vinci</i> <i>Genius</i> <i>Mystery</i>	"If you like <u>Mystery</u> , <u>Da Vinci</u> , and <u>Historical Dramas</u> , you'll LOVE Da Vinci's Demons on STARZ!"
Black Sails	<i>Intense action</i> <i>Cut-throat pirates</i> <i>Murderous thieves</i> <i>Lawless worlds</i>	"If you like <u>Intense action</u> , <u>Cut-throat pirates</u> , and <u>Murderous thieves</u> you'll love Black Sails on STARZ!"
STARZ (option 1)	<i>450 movies</i> <i>Savings</i> <i>Hollywood Hits</i> <i>Disney</i> <i>Variety</i> <i>Commercial-free</i>	"If you like <u>Commercial-free</u> , <u>450 movies</u> , and <u>Savings</u> , you'll LOVE STARZ!"
STARZ (option 2)	<i>Disney</i> <i>Pixar</i> <i>Family friendly</i> <i>PG 13 movies</i> <i>Safe</i> <i>Family night</i>	"If you like <u>Disney</u> , <u>Family night</u> , and <u>PG 13 movies</u> , you'll need STARZ kids & Family!"