

# Cecily Marketing

## 1. Marketing: Because the World Does NOT Beat a Path to Your Door

- a. Situation
  - i. Why This is Going to Work
    - 1. You are the genuine article
    - 2. You have staying power
  - ii. Challenge
    - 1. Packaging
    - 2. Marketing

## 2. Two Methods for Hollywood Marketing

- a. On Map
  - i. Sphere Marketing
    - 1. Audience Already Knows You
    - 2. Me Focused
    - 3. You Fascinate Your Audience
  - ii. Easy
    - 1. Target Your Existing Followers
    - 2. Ongoing Relationship
  - iii. This is how you are marketing
    - 1. Stuck on Your Own Island
    - 2. You Friends are Convinced Already
    - 3. Feels like success
    - 4. You're not moving forward
- b. Not on Map (You are here)
  - i. Prospect Marketing
  - ii. Audience doesn't already know you
  - iii. Audience Focused
    - 1. What Already Interests Them
    - 2. Not You
    - 3. You Give Them What They Want
    - 4. They immediately self-identify
  - iv. Hard
    - 1. Target Based on Likely Interest
    - 2. Look-alike audiences

## 3. Build a Following (Get on the Map)

- a. Target Size – 10,000+, Focus on LA area
- b. Subscribe Mechanism
  - i. Friends / Followers / Past Clickers
  - ii. Building podcast subscribers is SLOW

- c. Show / Podcast Synergy
  - i. Cross pollinate between show and podcast
  - ii. Record and publish some of the content from the show
  - iii. Show snippets of podcast/vidcast at show
- d. Monetize
  - i. Events
  - ii. Locals Network – Special Premium Channel
  - iii. Corporate Sponsors
  - iv. Patreon
  - v. Merch
  - vi. Ads
- e. Goals
  - i. Make Enough to Do This Full Time
  - ii. Create Gateway to Next Level
  - iii. Buzz
    - 1. Followers create more followers
    - 2. Proof of Concept
    - 3. Similar to What Some Producer is Already Thinking

#### 4. Viral Content

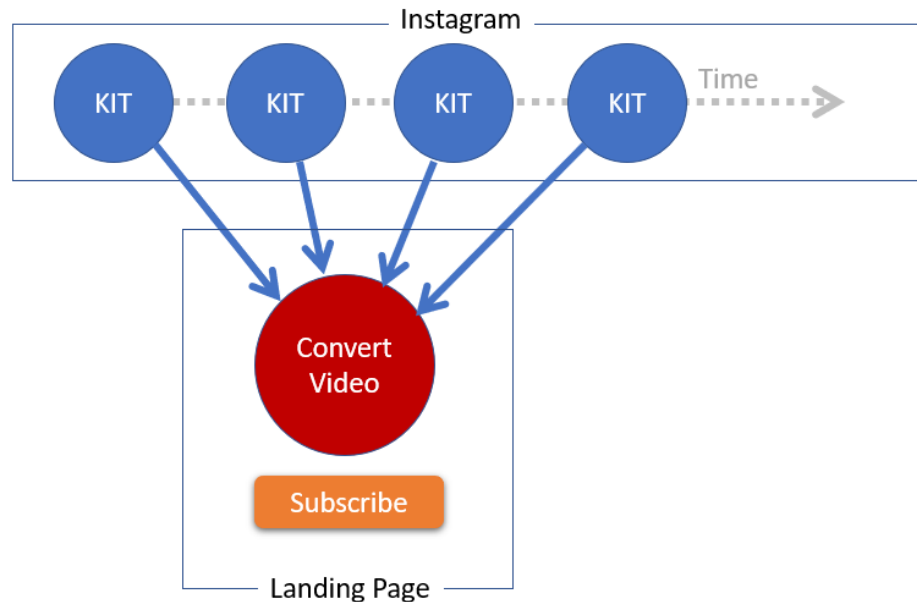
- a. Explainable - If you can't describe it in a few short words, then you cannot market it successfully.
  - i. I can run an ad to targeted audiences that are very likely to be interested in the content
  - ii. We can also target people who will hire you because of the following you are building
- b. Reachable - Social Media Advertising
- c. Clickable - Audience members will self-recognize when they see your content
- d. Stickable - Memorable. They will recognize you next time
- e. Nichable - People associate you with the subject matter that you cover
- f. Definable (focused)
  - i. Lots to Say - You need to keep talking about the same thing
  - ii. Fun
  - iii. Showcases You as Peculiarly Suited to the Role
    - 1. Lots of your personality
    - 2. Be a character
    - 3. Don't be overly flexible
- g. Referable - People will think of someone who "has to hear this"

#### 5. Content Types

- a. Keep in Touch (KIT)
  - i. Keep production simple, easy, fast, and good enough
  - ii. Showcase your talent as a performer, not the production crew

b. Conversion Piece

- i. A Single, Astounding Performance (Video)
- ii. May want to spend a little more time on production for this
- iii. Do NOT improvise



6. Process

a. Study Role Models

- i. Do not reinvent the wheel
- ii. Success leaves clues
- iii. What were they doing when they were in your shoes (NOT now that they are famous)?
- iv. Best entertainment topics are timeless
- v. Repurpose old stuff that worked EXTREMELY well in the past (Make it your own)
- vi. NEVER politics - Change the world and lose your audience
  - 1. My Drunk Kitchen
  - 2. Ellen Degeneres' Sitcom
  - 3. Very crowded field
  - 4. No one remembers political satirists from the 70's
- vii. Potential Role Models (Focus on EARLY careers)
  - 1. New lifestyle of 20-somethings
    - a. Friends - Very early episodes
    - b. Broad City Girls
  - 2. Be Outrageous (Get Noticed)
    - a. Chelsea Handler

- b. Amy Shumer
  - c. Sam Kennison
  - d. Sacha Cohen
- b. Generate Ideas (Many!)
  - i. Target Audience
  - ii. Overall Branding
  - iii. Venues
    - 1. Online
    - 2. Offline
  - iv. Skit Ideas
  - v. Skit Themes
- c. Test Ideas
  - i. Make anonymous test posts
  - ii. Ideas With the Most Clicks Win
  - iii. Execute Ideas that You KNOW Will Work

## 7. Examples

- a. So Yesterday
  - i. Defined Concept & Target Audience
  - ii. No promotion
  - iii. No conversion piece
  - iv. Cumbersome subscription model
    - 1. ONE call to action
    - 2. Focus on getting Instagram followers
- b. Catholic Girl's Guide to the Millennial Male
  - i. Hollywood Guide
  - ii. LA Girl's Guide
- c. Make Fun of Boys
  - i. BOTH of You Should Act as Boys
    - 1. See Beavis & Butt Head