

Buyer/Marketing Template

1. **Define your TARGET:**
 - a. The audience will change according to goal
 - i. I want to reach television-casting director (so&so) for...
 - i. Profile (Age, Gender, interests, needs and wants)
 1. Research their history, interviews they've done and get to know who they are and what projects they are working on now (IMDB.com Pro would have that information or NYT or Backstage etc. – industry journals).
 - ii. Knowing your audience can help you to pinpoint how you will approach them in your Cover Letter, your advertising and “speak their language” – don't send them to LA if they want to fly to FL.
2. **Unique Selling Point – USP**
 - a. Clearly define why you are of importance to them – your best use
 - i. For Example: FedEx “When it absolutely, positively has to be there overnight!”
 - ii. Your tag line (why are you of use to your audience?)
3. **Pricing & Positioning Statement**
 - a. Know where you are heading financially and artistically for the long term.
 - i. ABC Family / HBO / Netflix
4. **Distribution Plan & Promotion Strategy**
 - a. Strongest method of finding you and seeing the strongest perception.
 - b. Mailings; fan base; Facebook; LinkedIn; Pinterest; agents, managers, lawyers, solo performance, publicist, opening nights.
5. **Design Special Offers**
 - a. Casting Directors (let me be your reader on your next casting project and get first hand experience of your work); New Dramatist (allow me to do readings and help writers workshop their new plays); offers that associate with people who have what you want and get your message out there.
6. **Marketing Materials**
 - a. Collateral used to promote your business.
 - i. (Headshot, Resume, Website, Cover letter, Business Card etc.)
Consistently update and revisit according to the audience you are trying to reach.
7. **Joint Ventures & Partnerships**
 - a. Find Your Group – to better monetize your resources and excite the buyer.
 - b. Get others in the field to refer and promote you to the Target Audience.
8. **Retention Strategy**
 - a. Keep in contact with those you have made a connection while building out to those you don't know yet.