



THE
Irresistible
Business
CHALLENGE

CREATED BY:
MELISSA CASSERA

www.melissacassera.com

With all of the noise + clutter out there,
one thing's for sure:

**If you want to succeed in
business, you've got to be
*irresistible.***

Irresistible to your clients + customers.

Irresistible to your admirers + fans.

Irresistible to the media.

Irresistible, period.

Most entrepreneurs understand that being enticing + addicting is important if you want to attract the right kinds of attention — and keep selling your stuff.

But there's another piece to the irresistibility puzzle.

It's one that most people miss.

And it's this:

**Running your business has got to feel like
a total *guilty pleasure*.**

It's got to turn you on. It's got to make your heart pound with excitement. It's got to feel so juicy + fascinating that you literally can't stop yourself from writing, blogging, coaching, creating, marketing, launching, and doin' your thang.

In other words:

**Creating a business that's irresistible to
OTHER people is only part of the game.**

You've also got to create a business that's irresistible to YOU.

Or else ... before long?

You'll be Burnt Out and Bored with a double-capital B.

And the people you want to serve will be bored right along with you.

Which means no clicks. No likes. No shares. No sales.

Avoiding that grim fate ...

... is what The *Irresistible Business Challenge* is all about.

Inside this playbook, you'll find 5 challenges filled with hot tips 'n tricks to create your most irresistible business ever.

Inside most challenges, you'll find a couple of *Quick Steps* — teeny tiny exercises to get your creativity flowing.

And at the end of each challenge, you'll find one *Irresistible Action Step* to take immediately. (Quick Steps are optional. Action Steps are NOT. Do ALL five, in order. You'll be so happy you did. ;)

Feel free to celebrate all that action with a new pair of shoes, a frothy coffee drink, a magazine subscription, or something equally delicious. (You can check out a few of my favorite ways to refuel + party down on page 61.)

HERE'S A PEEK AT THE 5 CHALLENGES THAT YOU'RE GOING TO COMPLETE:

Challenge 1: Make your business hot + trendy.

Challenge 2: Tell page-turning business stories.

Challenge 3: Craft a crazy-impressive bio.

Challenge 4: Write must-read headlines.

Challenge 5: Create your Fame Page.

By the end of **The Irresistible Business Challenge**, you might not be dodging paparazzi at the grocery store or fielding thousands of fan letters (YET!) ... but I can guarantee you're going to feel a LOT more excited about running your biz.

And I can tell you, from personal experience:

**Feeling genuinely excited to serve +
create changes *everything*.**

Let's get this party started!

But first ... Who made this thing?!



I did!

Hey, I'm **Melissa Cassera** — an award-winning PR expert for people who haaa-ate promoting their businesses.

Through my totally-addictive **blog posts**, **resources** + **on-demand classes**, I'm here to show you how to get more publicity + sales — while making every step feel like a total guilty pleasure.

My delectable advice has been featured on NBC, ABC, CBS and Fox News, as well as magazines + web portals like Glamour Magazine, Redbook Magazine, AMEX Open and Forbes.

As a TV commentator, I've blazed onto the screen about 100 times. And in my 'other' career — as an actress — I've appeared in some very hot indie films + national commercials. **Swirling your passions together** into one beautiful career ... totally rocks. :)

I know — from personal experience — that most business owners think WAY too hard and play WAY too little. Once I decided to bring fun + personality back into my business, my revenue went through the roof. I've seen that same effect happen for hundreds of clients, and I know that it's possible for YOU.

When I'm not teaching small business owners how to write toe-curling blog posts, make BFFs with the press and land national media coverage, you can find me planning my next exotic vacation, penning (tasteful) erotic fiction, savoring salted-caramel everything and working on my paranormal screenplay with my **Shih Tzu Lily** curled up in my lap.

Transform your business into the ultimate addiction — for your audience, for the media and for YOU — at **MelissaCassera.com**.

OK. This time, for realz ... let's BEGIN!

Irresistible Business CHALLENGE #1:

MAKE YOUR BUSINESS HOT + TRENDY

Do you squeal from the mailbox all the way to your kitchen table when the latest J. Crew catalog arrives?

Do you wait for hours in line at the Apple store for the latest i-whatever?

Do you race to the freezer section the moment that Ben & Jerry's premieres a new ice cream flavor (because, um, you're totally on their mailing list? No shame!)

Or maybe there's a pop star who's rolling into town with her glittery entourage, and you snap up concert tickets the minute they're posted online? (Refresh! Refresh! Refressssh!)

Wouldn't it be sweet if people treated YOUR business like it was the hottest ticket in town?

It's totally possible. (Even if your work is "serious", rather than playful and flouncy.)

It all comes down to making your business hot + trendy.

In our first challenge, I'm going to teach you how to turn "trends" into content ideas, profitable offerings AND sizzling press coverage for your business.

Let's get started . . .

FIRST OFF: WHY EVERY BUSINESS OWNER NEEDS TO BE A TREND-SPOTTER.

(EVEN YOU.)

When I tell my clients to start watching cultural trends, most of them say:

“Hooray! Permission to read gossip magazines for ‘work’. Finally!”

But sometimes, I'll have a client who doesn't think that being “trendy” is appropriate — or necessary.

“I'm a divorce attorney / financial planner / heart surgeon / grief counselor. My work is ‘serious’. How is being ‘trendy’ going to bring customers my way? It's offensive, and they won't take me seriously!”

No, it's not.

And yes, they will.

Here's why:

Aligning your business with trends doesn't necessarily mean writing a blog post that connects your latest product launch with the latest season of *Keeping Up With The Kardashians*. (Although, personally, I'd totally read THAT newsletter! :)

Aligning with trends can also mean ...

- Writing a timely, moving blog post in response to a massive tragedy that everybody's talking about. (Unpacking why it happened, what it all means, and how we can prevent it from happening again.)
- Pitching the media with a story angle that's themed around a major cultural event — like "What CEOs can learn from Olympic athletes" or "What the Best Picture nominees at The Oscars show us about feminism, today."
- Leading a class to help people "get through" or "maximize" a particular time of the year — like the craziness of Christmas, the fresh possibilities of spring, or the stress of tax season.

Again: being "trendy" doesn't necessarily mean being light, playful and silly — if that doesn't make sense for your biz.

It's about noticing what people are already thinking + talking about, and then joining *that* conversation — instead of trying to start a conversation of your own, off in the corner, all alone.

Being trendy means that your content + business offerings will always feel fresh + relevant. (Creating that "Oh my GOSH! I was JUST thinking about that!" effect for your audience.)

And in the media's eyes? You'll always be newsworthy. Not necessarily because your ideas are "innovative" or "revolutionary" (they might not be!) ... but because you've packaged your ideas so that they align with what people want to know, right now.

Now that I've convinced you that being "trendy" is a GOOD move, no matter what industry you're in, let's talk about where to spot the latest trends ...

WHERE TO HUNT FOR TRENDS.

It's time to activate your inner Sherlock Holmes!

(**Benedict Cumberbatch** would be proud. :)

Here are a couple places where you can start searching for trends — plus some tips on how to leverage those trends into media attention + sales.

Hunt for trends on ...

Your calendar! (Holidays, cultural observances + special occasions.)

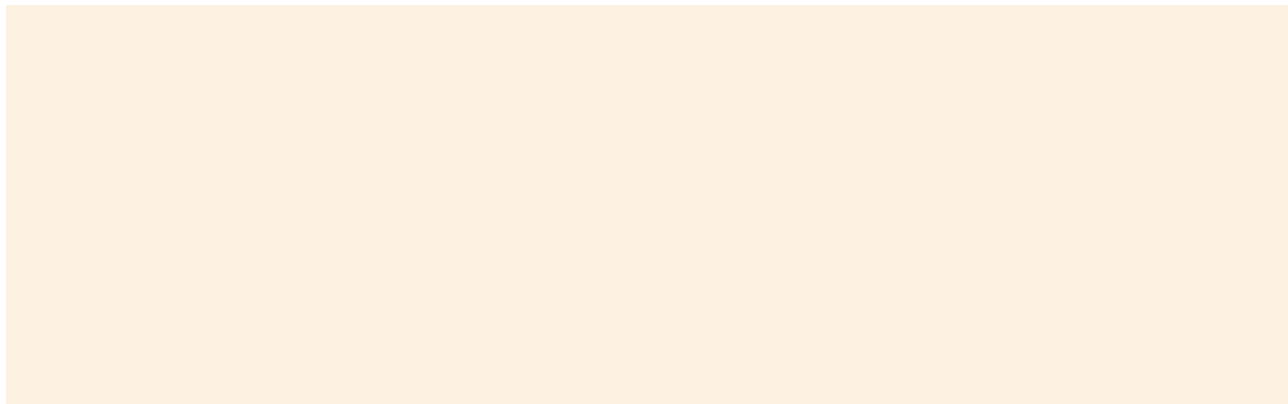
One of the easiest ways to make your business hot + trendy is to map out all of the holidays that are relevant to your business and plan out your content + promotions, accordingly.

Sure, New Year's Eve and Valentine's Day are obvious choices, but did you know that January is National Oatmeal Month? Nutritionists, food bloggers and chefs, take note. Make January THE month that you write blog posts, snap Instagram photos, throw together recipe booklets and pitch the media with oatmeal-related schtuff. It's THE hot cereal of the moment! :)

Some of my favorite sources for finding quirky holidays + occasions are [Chase's Calendar of Events](#) and [Brownielocks](#)

Quick Step. Which holidays are relevant to YOUR business?

Jot down a few ideas, here:



Hunt for trends in ... The four seasons (spring, summer, fall, winter.)

I guaran-freaking-tee it: every spring, the magazines will be bursting with articles about “freshening up your look” and “spring cleaning your life.”

And every fall? The blogs will be chattering about “back to school” this and “back to school” that (and anything pumpkin-related — my fav!)

There are seasonal trends that happen every single year, without fail.

Don't fight 'em — play into them!

Here are some words + phrases to weave into your blog posts, product descriptions, media pitches and other pieces of content, during particular seasons:

Spring:

Brighten. Clean up. Cleanse. Come alive. Declutter. Detox. Fresh start. Let go. Lighten up. Reboot. Refresh. Revamp. Revive. Sparkle. Spring fever. Spring forward. Spruce up. Start anew.

Summer:

Beach day. Beat the heat. Bikini-ready. Bronzed. Destination. Glowing and golden. Party time. Plan your getaway. Playdate. Playtime. Recharge. Relax. Savor. Scorching savings. Sip. Summer travel. Ultimate picnic. Unplug. Unwind.

Fall:

Back to business. Back to school. Cool. Crisp. Fall into savings. Fresh. Get into gear. Learn something new. Plan for success. Renew. Rev up for what's next. Savvy. Shift into action. Smart. Update. Upgrade.

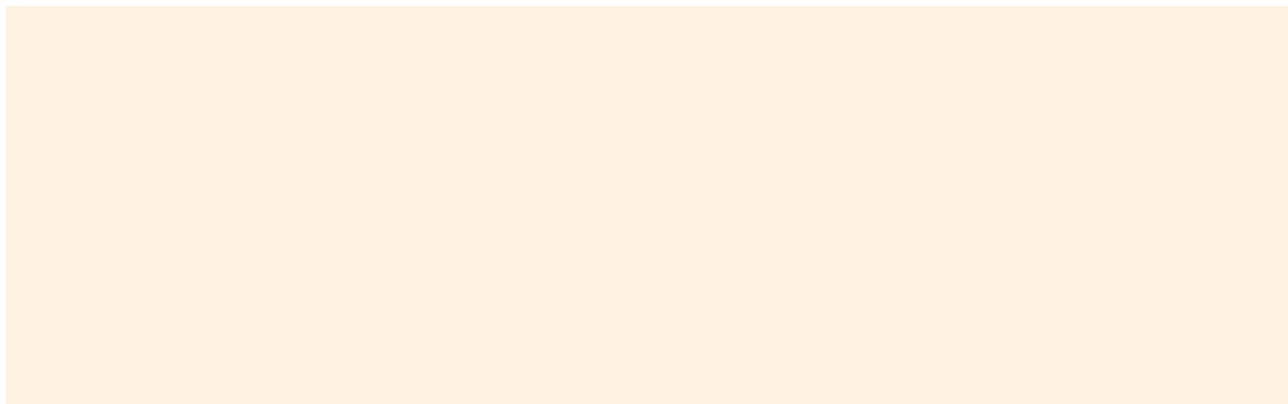
Winter:

Beloved. Celebration. Cherished. Crackling fire. Festive. From the heart. Frugal ideas. Gather round. Holiday cheer. Holiday magic. Make a list. Make some memories. Perfect gift. Share the warmth. Winter Wonderland.

Quick Step. What are some things YOU could do to “tie in” to the current season?

(A seasonally-themed blog post? Video tutorial? Online class? In-store celebration?)

Write down a few ideas, here:



Hunt for trends in ... Celebrity news + pop culture (permission to read gossip magazines! YES!)

OK, so you might not have E! Online set as your homepage ... like, um, me. :)

But whether you like it or not, celebrity news + pop culture are a big part of people’s lives. Millions of people are fascinated by what the celebs are wearing, eating, thinking and doing.

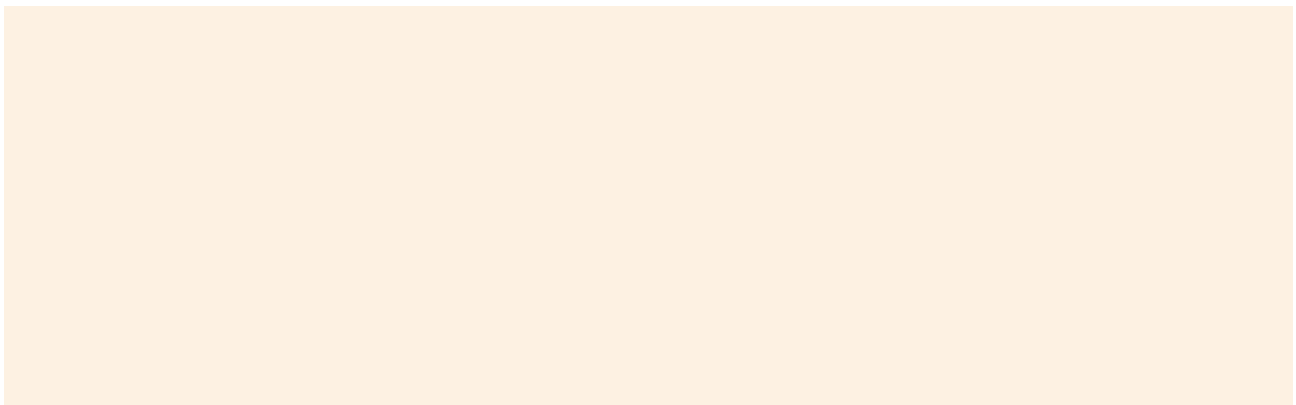
You can pretend it’s not happening — or you can leverage the most-talked-about stories of the moment into more attention for your business.

Here are a couple smart ways to bring celeb trends into your biz:

- Tie your blog content into hot movie releases or new TV shows. (For example: [Smartypants Business Tips To Snag From Twilight.](#))
- If you're an expert on a particular topic, you can comment on celebrity happenings. (For example: fashion + beauty experts can talk about how to create runway looks in real life. Relationship experts can discuss "what went wrong" in celebrity marriages that end in divorce.)
- If there's a big cultural event on the horizon, throw a party! (For example: restaurants and bars can host red carpet Oscar parties. And just about any business can hold a contest that's tied into celebrity news: "Tweet your best selfie to win a Kindle, in honor of Bieber's birthday!")

Quick Step. What's one celebrity story that caught your eye, recently?

How could you spin it into a piece of content for your business — or a hot story angle, for the media?



Hunt for trends in ... Boring trade publications (yawn ... except, not. :)

Every industry has a magazine, newsletter or website especially for “insiders”.

Everyone in the advertising industry has a copy of Ad Age on their desk.

People in the tech industry wake up to Mashable.

Those in fashion swear by Women’s Wear Daily.

These industry-specific “trade publications” are packed with fantastic information — and they often break big stories before they reach the mainstream media (and certainly before they reach your customers).

Your job, as a brilliant trend-spotter, is to pick up on stories + re-package them in a fun, lively way. (Translation: NO industry jargon!)

Your customers don’t want to read Finance Monthly — it’s boring and confusing! They want to read a Suze Orman book because it’s fun and accessible! Be the Suze Orman of YOUR industry, and break. it. down. simply.

Here are a couple examples to get your wheels turning:

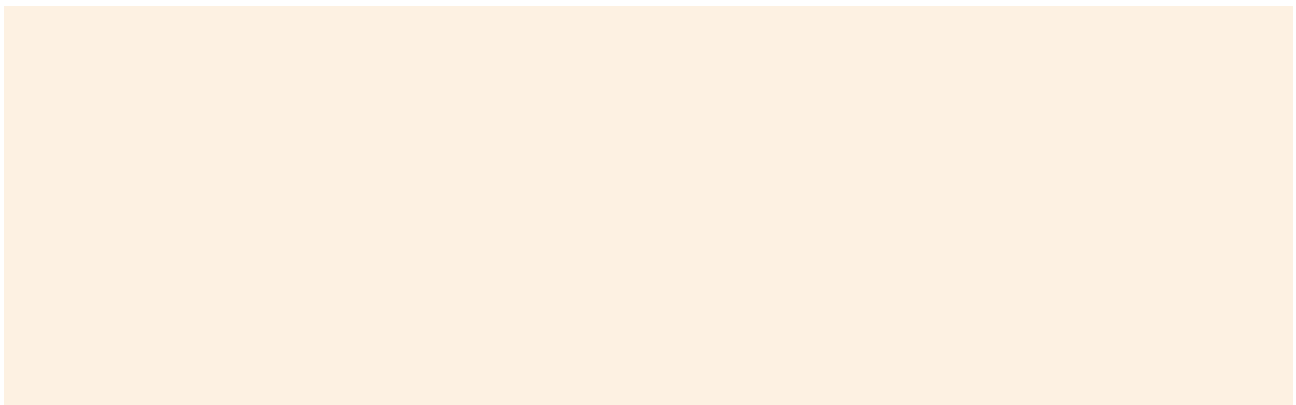
- See a hot story about a new healthcare app? Strip out the jargon + write a blog post called “The new app that could save your life. (Women over 40? Take note.)”
- Read something long, dense and wordy about a cool new tech innovation? Do a video tutorial called “Getting started with [name of innovation], even if you’re a total beginner.”

Remember:

To reach the masses, you’ve got to speak the language of your customers and the mainstream media — NOT the language of your industry peers.

Quick Step. What’s something new, hot or interesting that’s happening in **YOUR** industry ... that “the masses” don’t know about yet?

Jot it down:



Hunt for trends on ... Twitter (you're already hanging out there ... might as well do some sleuthing!)

The next time you log into Twitter, peek at the left-hand side of your homepage.

You'll find a list of "Trends": hot topics that millions of people are tweeting about.

As I'm writing these words, one of the most-tweeted hashtags is #KentuckyDerby — which means that everyone is buzzing about the legendary horse race!

If I was a food blogger + I wanted to leverage that trend, I could tweet something like:

Want to get your snack on during The #KentuckyDerby? 5 Southern-inspired dishes that you can whip up in one commercial break! [link to blog post]

Or if I was a parenting expert, I could say:

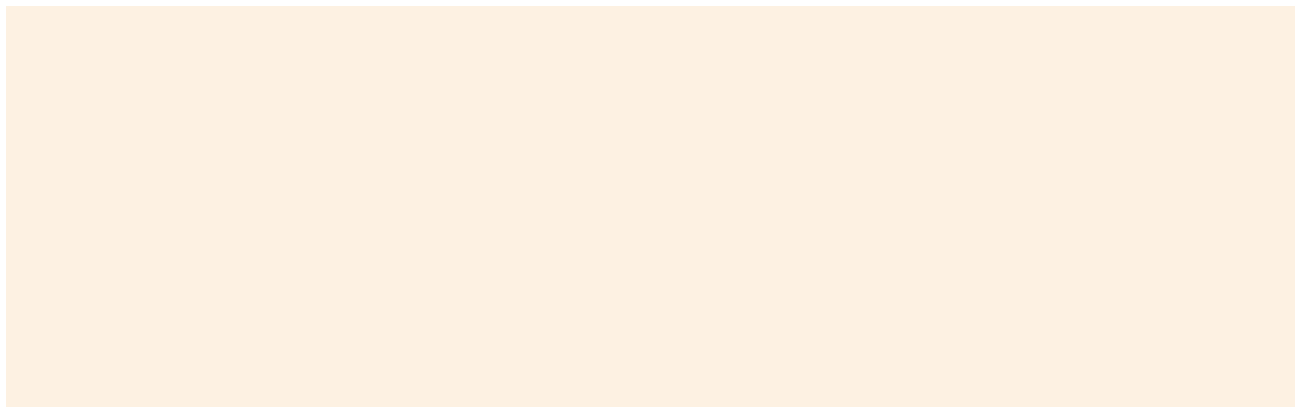
Watching The #KentuckyDerby, and now your kid wants a pony? Parents: here's how to reason with unreasonable kids: [link to blog post]

With a little creativity, you can connect pretty much ANY trend to YOUR business.

Think of it as a game: what's the weirdest, goofiest trend that YOU could spin into an irresistible tweet, headline or blog post? (It's a good brain-stretching exercise. Try it!)

Quick Step. **What are three things that are trending on Twitter right now?**

Could you tie one of 'em into something you're doing inside your business, right now? (A recent blog post, your latest podcast episode, a product launch or giveaway?)



Hunt for trends in ... Studies, reports + statistics (ooh! Rock-hard data.)

Most people struggle to stay interested in loooooong lessons packed with Ivy League professor-level language.

That doesn't mean that most people are "dumb". It's just **not how our brains are wired** to take in + retain information.

But ONE powerful statistic — about an issue that everyone's talking about?

That's sure to grab people's attention.

Let's say you just started an online healthcare website that's a hipper, younger version of WebMD. And let's say you want to attract smart doctors, and get them to join your online panel of experts.

You might reference a new report from the California Healthcare Foundation:

1 in 3 people turn to the Internet for medical self-diagnosis. Doctors: this is your new waiting room. Meet your patients where they're waiting for YOU.

Or let's say you're an empowerment coach for women + teenage girls, and you're writing an e-book on body acceptance.

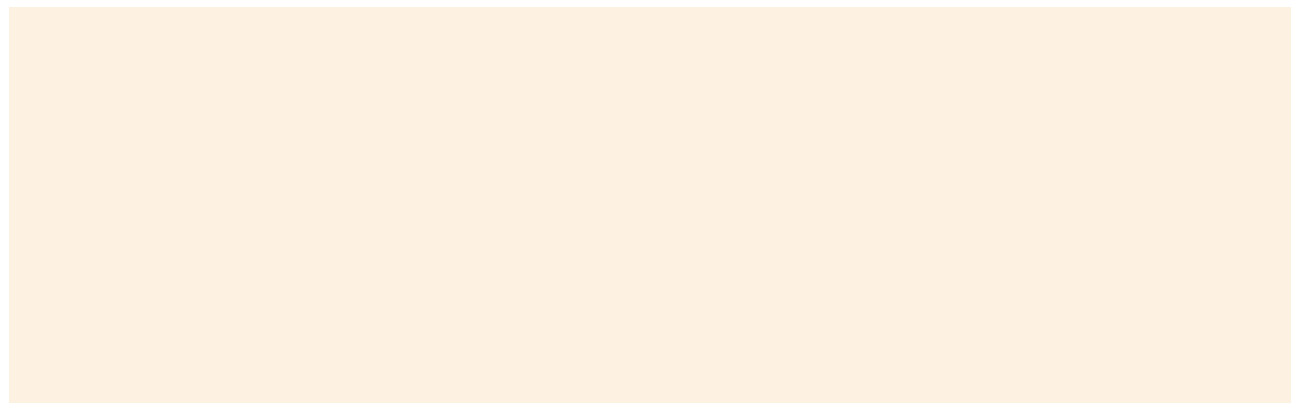
You might reference a factoid from the hot new documentary, Miss Representation:

78% of 17-year-old girls are unhappy with their bodies. Women: we can do better. This new book can help.

A great place to search for studies + stats is **The Pew Research Center**.

And of course, industry-specific trade publications (like we just discussed, above) are packed with stats, too.

Quick Step. What's a recent statistic — about something affecting your industry, or your audience — that might grab people's attention?



Hunt for trends in ... National news + major events

Royal weddings.

Presidential elections.

A new rover landing on Mars.

The season premiere of #SCANDAL.

They're on everyone's minds + lips — so, join the conversation that your customers are already having!

One of my clients (a bridal accessory company) scored a huge feature in a national bridal magazine by pitching an idea for a Royal Sleepover, during the height of Royal Wedding Fever. The editors wore her designs while drinking tea, eating scones and watching the wedding for a feature story in the magazine. Awesome exposure!

Check The Wall Street Journal, The New York Times, or your favorite national newspaper to keep abreast of news and events that relate to your business.

Quick Step. **What's one major event that's fascinating to you, right now?**

(Could you pitch a journalist a story idea, especially for people who are excited about that event, too?)

5 (MORE) WAYS TO BECOME A TOTALLY IRRESISTIBLE TRENDSTER.

1. Make Google your BFF by building trendy words + phrases right into the titles of your blog posts (and other content).

*Getting hit on at the office, like it's an episode of **Mad Men**?*

3 tips for women dealing with unwanted romantic attention.

2. Anticipate trends (especially seasonal ones) and pitch magazines WAY in advance. They're typically thinking 4 - 6 months in the future — so pitch winter holiday stories in June, and pitch summer lovin' stories in December.

3. Hold sales, throw parties, do contests + create special offerings based around trends.

It's #ThrowbackThursday! Tweet a pic of your most awkward teen photo for a chance to win a session with a pro photographer!

Wedding season is coming up. Brides: check out our new Bridal Survival Kit (everything you need for the big day! And we mean EVERYTHING.).

4. Create an entirely new offering in response to a hotter-than-hot trend.

For example: when the movie *Black Swan* was popular, there was a huge surge in interest for ballet classes. Ballet studios, gyms and yoga centers started offering adult ballet classes and barre classes to satisfy the demand! These days? With *The Hunger Games* trilogy, it's all about archery lessons. Next month, who knows? :)

5. Get customers hot + bothered for your work by offering a free online class (like a webinar or Google+ Hangout) anchored on a trendy topic.

SCANDAL fans! Wish you could channel your inner Olivia Pope, at work? Join me for a free class on posture, self-presentation and power — especially for women.

Your Irresistible Action Step:

Feeling all hot n' trendy?

You've taken some great field notes ... now, all you need to do to complete this challenge is come up with ONE trendy idea for your business. And DO it.

It could be a blog post ... a contest ... a promotional tie-in ... an event idea ... a speaking topic ... or a brand-new business offering. How trendy can you go?

Write down your trendy idea, here:

When are you going to do it by? (Write down the date. TODAY totally works! :)

What's your reward for completing this action step? (Write down an irresistible treat that will motivate you, like none other.)

Nicely done, trendster!

You've completed your first Irresistible Business Challenge.

Next up?

How to tell page-turning business stories.

(Hotter than Fifty Shades of ANYTHING.)

Irresistible Business CHALLENGE #2:

TELL PAGE-TURNING BUSINESS STORIES

How GOOD does it feel to rip into a really juicy novel?

You know, that book you can't seem to put down even though you haven't eaten in hours and have a million to-dos to finish and it's 3 in the morning and you have a conference call at 7am ... but you just ... can't ... STOP!

Your business needs to be just as *addictive* as that scrumptious, can't-put-it-down novel.

People should feel transported by your mission ... fall in love with you, as a character ... and get so engrossed in what's going on with your business (and behind the scenes!) that they can't peel their eyes away from the screen.

THIS challenge is all about teaching you how to write page-turning business stories that keep audiences glued to your every move.

(And NO, it's not ALWAYS about sex, smut and scandalous revelations ... although those kinds of stories certainly don't hurt!) :)

Are you thinking:

"But I'm a business owner, not an author. Why do I need to tell stories?"

Think about the last time you felt GRIPPED by a speaker, blogger, commentator on TV, or even a public figure — like a civil rights leader or politician.

Did they “captivate” you with a list of facts, appealing to your sense of reason?

Nope.

Chances are, they gripped your heart with a powerful story.

A true story about their life — or about someone they know.

They appealed to the *emotional* center of your brain — not the zone of logic and reason.

Your customers are wired exactly the same way.

Facts tell. Stories sell.

Stories help people learn, digest, process and remember the “point” of your business.

Stories also make your business way more interesting to the media. Journalists have one job: *to tell a great story*. If you can help them do their job, you’ll score tons of press coverage + become a total media darling.

“But why would anyone ... care?”

Oh, sure. You’ve got stories. Ohhh, the stories.

The story of your first kiss. The story of your first marriage. The story of how you lost forty pounds while gallivanting across Italy. The story of how you fell

in love ... again. The story of why you quit your six-figure job.

But how do your “life stories” translate into “business stories” ... that audiences + the media will CARE about?

If you’re scratching your head, wondering how to connect the dots, don’t stress.

Here are the 5 stories that EVERY business owner needs to be telling:

1. The “How I Got Here” Story

You didn’t just pop into the marketplace one day, with a fully fleshed-out business model + a menu of offerings.

Something *happened* that inspired you to choose this path. And keep marching.

And a lot of little (and big) things happened after that, to bring you to where you are today.

Prior to running [name of business] I was a _____.

And for years, I kept noticing / experiencing something that bothered me: _____.

I knew there had to be a better solution. I became determined to find it.

That’s why I started my company.

That’s why I’m here, today.

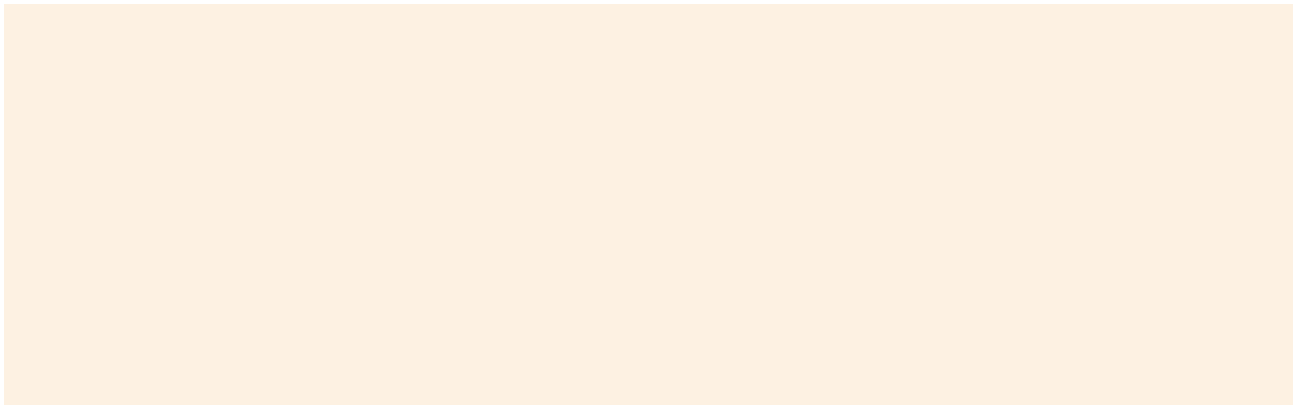
Telling the “How I Got Here” story lets audiences see the “human” behind the branding.

With this kind of story, your customers will understand why you do what you do ... what you care about, deeply ... and the kinds of problems you’re determined to solve.

You started your business for a reason — what is it?

Quick Step. What’s YOUR “How I Got Here” Story?

Jot down a few notes. (You can use the template I outlined, just above!)



2. The “What I Learned The Hard Way” Story

Ever hear the expression: “We teach the lessons that we need to learn”?

As a business owner — especially if you’re a coach, consultant, trainer or teacher — that’s especially true!

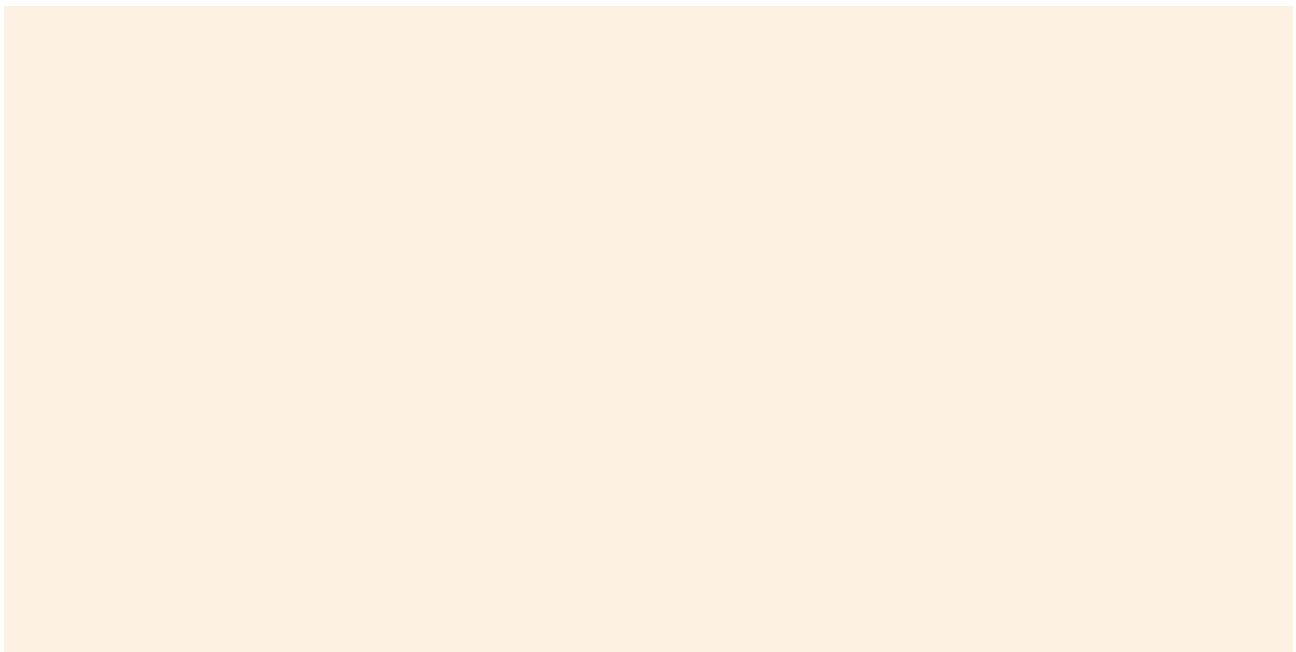
If there's a lesson you've learned the hard way, the long way, the boring way (or, hey, the easy way!) ... share what you know.

True stories are compelling, and immediately make people like + trust you MORE. Because you're not just speaking in "theories." This really happened to YOU.

You can share "What I Learned The Hard Way" stories in blog posts, newsletters, books, webinars, teleseminars, on camera, during interviews and while you're rockin' the mic on stage.

To give you an example, here's one of my favs: [Worried You'll Never "Make It" In your Industry? I'm Not. Here's Why.](#)

Quick Step. What's one lesson that YOU learned the hard way?



3. The “Ooh, The Suspense!” Story

Gah! There’s nothing better than a story that’s dripping with suspense!

While it can be fun to “pull a Beyonce” and release a new business offering with zero promotion (like she did with her self-titled video-album — so hot!), most of the time, it’s a good idea to “seduce” and “tease” your audience along ... building anticipation for your new offering ... leading up to the big reveal.

You guys! You’re not going to BELIEVE what I’m working on, today ... here’s a hint: [photo]

OMG! Top-secret interview with [name of cool person]. Can’t tell you why, yet ... ;)

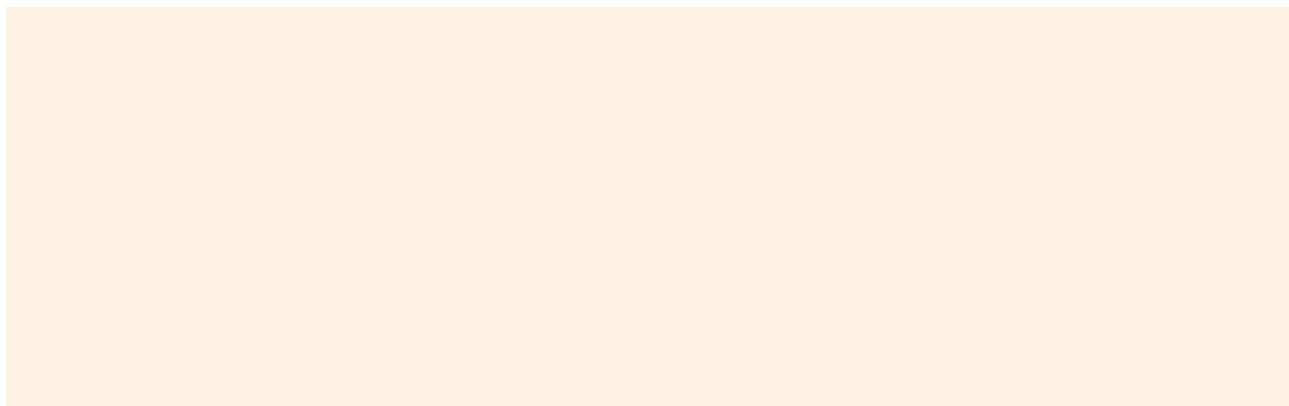
Deep in my Fortress of Solitude, working on an uh-mazing new class that’s going to turn everything you know about [topic] inside out ...

You can tell “Ooh, The Suspense!” stories in behind-the-scenes blog posts ... video “trailers” ... pitches to the media (the press always loves a good preview!) ... on Twitter and Facebook (sneak-peek photos are always super-popular) ... and of course, in messages to your mailing list.

You have my full permission to blast epic movie trailer music in the background while you craft your dramatic, suspense-filled stories. (Visit the [Two Steps from Hell](#) Youtube page for some great tracks!)

Quick Step. What's one project you're currently working on — and how could you start building some suspense around it?

Jot down an idea or two, here:



4. The “Triumph Over Adversity” Story

The media LOVES a good “Triumph Over Adversity” storyline. (We ALL do.)

Did you find a way to beat cancer, despite all the doctors telling you, “It’s over”? Tell that story.

Did you find true love again, after having your heart bruised + shattered? Tell that story.

Did you find inner peace through meditation, despite battling drug addiction for most of your life? Tell that story.

Did you find a way to forgive the man who wronged you, against all the odds? Tell that story.

Or maybe the “adversity” that you faced wasn’t exactly “cancer” — but you managed to do something interesting + impressive, nonetheless.

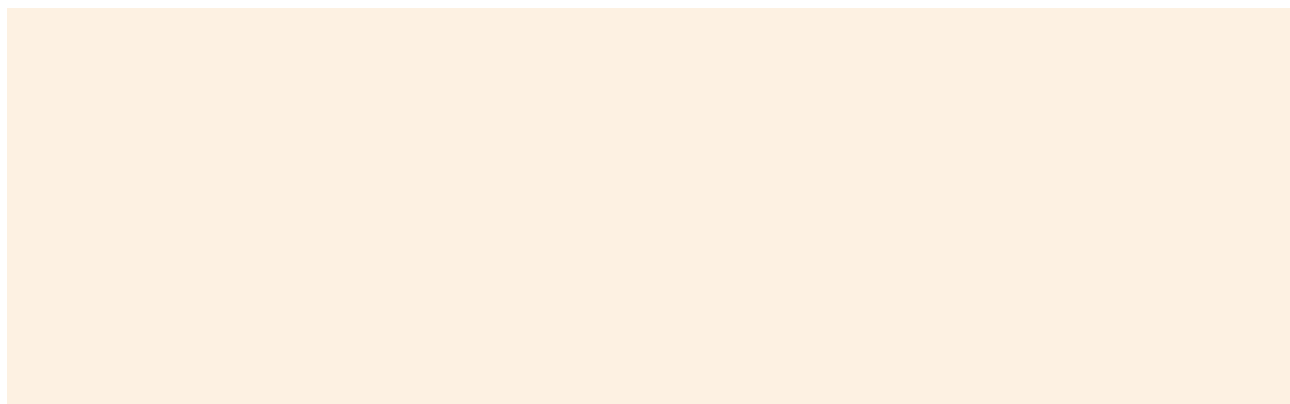
Did you find a way to re-decorate your entire house for less than \$1000, while wrangling three kids at home? That's totally a story worth telling — it's going to help somebody, a ton!

There are SO many ways to share stories of inspiration — from daily emails filled with motivational messages, to authoring your very own book. One of the best? Speaking at live events and motivating audiences into action.

Quick Step. Do YOU have a "Triumph Over Adversity" story?

What is it? Jot down a few notes.

Remember: the "adversity" you faced might not be "extreme" or "dramatic." Doesn't matter. People love a good "before and after" story of any kind.



5. The "Reading Your Mind" Story

Do you know what your customers are thinking? Of course you do. Because you survey them + ask them all the time, riiiiight? :)

Once you know what your people need, you'll have an arsenal of story ideas at your disposal.

Let's say you're a fitness trainer, and one of your blog readers left a comment saying:

I'm working out + eating right, but I'm still struggling to lose that last layer of belly fat. What's the deal?

Hello, story snippet! You could write a blog post (or a description for one of your products) that begins with language like this:

I know what you're thinking ... you're completely in shape + in control, but you can't seem to lose that jiggle around your middle. I've been there too. And after smoothing out my own tummy and helping hundreds of clients do the same, here are my no-fail tips to get a flat belly ... fiiiiinally!

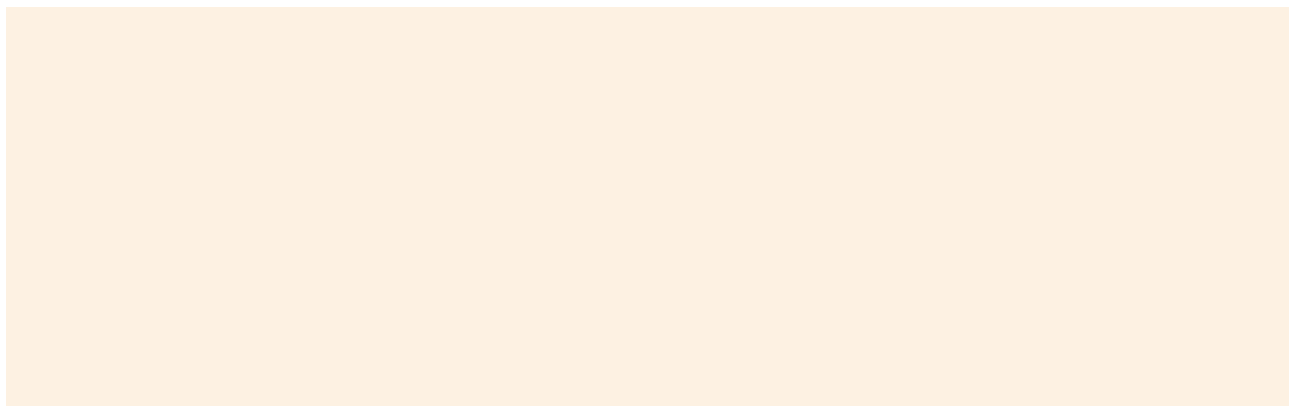
Your customers will be thinking, "What?! You read my mind!"

But really, you're just echoing back the story that they told YOU.

Quick Step. The last time you asked your audience, "What are you struggling with?" ... what did they tell you?

How could you flip their words right back onto them?

Think it over + jot down a few notes.



How to tell better stories (even if you're not a "professional writer").

Feeling pumped to tell one of the five stories we just covered — or ALL of them? YES!

Here are some pro-writer tricks to make your story even more page-turningly-delicious:

1. BE VISUAL.

Always paint a word-picture for your readers, so that they can experience your story along with you.

BAD STORYTELLING: *I walked in the room and felt really nervous.*

GOOD STORYTELLING: *I inched into the room, and my hands were so sweaty and trembling that I could barely hold onto my laptop bag. It felt like everybody's eyes were undressing me!*

2. CREATE A COMPELLING CHARACTER.

Be the person that people want to root for. Share your triumphs AND your mistakes. Show your goofy side. Be vulnerable. Be human.

BAD STORYTELLING: *... and THAT'S how I finished writing my novel in four weeks! Discipline + passion.*

GOOD STORYTELLING: *... and THAT'S how I finished writing my novel in four weeks! Although, let's be honest, my husband deserves 80% of the credit. I was completely ready to quit after chapter three, but he told me, "Baby ... the world needs this book. Also: we really need to put, like, more than five dollars in our kids' college fund."*

3. SPEAK LIKE YOUR CUSTOMERS, NOT LIKE YOUR PEERS.

There's nothing worse than a story filled with industry jargon and gobbledegook that nobody understands.

Pay attention to how your customers speak and write.

What language do they use? What kinds of stories do they tell? How do they describe their biggest struggles? Echo them, pretty much verbatim, and you'll immediately become more irresistible.

BAD STORYTELLING: *As a somatic coach, my work encompasses linguistic coordination, verbal and non-verbal communication, and a somatic sensibility.*

GOOD STORYTELLING: *As a somatic coach, my job is to help you solve icky problems + deal with majorly stressful situations — like kids who won't stop screaming, or a boss who won't stop pushing. The secret? It's all about dropping out of your brain — and into your body. ('Cause your body is way smarter than you think.)*

How (and where) to share your page-turning stories.

- "About Me" page
- Advertisements
- Bio
- Blog posts
- Books (print books or e-books)
- Company retreats (to inspire your team)
- Media pitches
- Newsletter
- Product descriptions (to tell the story behind your product)
- Q&A sessions

- Speaking engagements
- Teleseminars / webinars / online classes
- Videos
- Pretty much ANYWHERE! :)

Your Irresistible Action Step:

Ready to write your own page-turning story?

Choose one type of story ...

1. The “How I Got Here” Story
2. The “What I Learned The Hard Way” Story
3. The “Ooh, The Suspense!” Story
4. The “Triumph Over Adversity” Story
5. The “Reading Your Mind” Story

... and flesh out a story idea. Decide where you’re going to tell it. And get it out there!

For example:

I’m going to tell a “Triumph Over Adversity” story about how I overcame extreme shyness + became awesome at networking. I’m going to tell it the next time somebody interviews me about my e-course: Marketing for Introverts!



Yay!

Challenge #2 = complete.

You're rocking right along.

Just three more to go.

Next up?

Another storytelling challenge.

But this time, it's all about how to craft a crazy-impressive bio. :)

Irresistible Business CHALLENGE #3:

CRAFT A CRAZY-IMPRESSIVE BIO

Your bio is like a stunning red carpet gown — think: Emmy, Oscar, Tony, Grammy.

It should make you look + feel totally amazing, show off your very best assets, and get people clamoring for your attention.

It should be tasteful, but *playful*.

Impressive, but not too buttoned-up.

It should leave people *dazzled* — but wanting more.

I wish I could tell you that once you write one version of your bio, you'll be all done. But ... nope.

You're going to need a couple different versions of your story, for different spaces + places. And that's a GOOD thing! (After all: who wants to wear the exact same outfit, every single day?)

Here are three different bios that EVERY business owner needs to have:

Bio #1: The cocktail mini. (Your 25-word intro.)

You've got your business cards stashed in your purse. Outfit is looking mighty fine. Hair? Coiffed to perfection. A dab of lip gloss, and you're ready to strut right into that cocktail party ... or networking event ... or dinner soiree ... or lively workshop ... or online classroom ... or woo-the-client interview.

There's just one thing you forgot:

Your 25-word intro.

Oops.

Let's fix that, shall we?

It's time to craft a phenomenal personal introduction.

Here's mine:

Hey, I'm Melissa.

I work with people who haaa-ate promoting their businesses.

I show them how to get more publicity + sales — while making every step feel like a total guilty pleasure.

OK, so that's technically 33 words — but you get the idea. ;)

Your turn!

Hey, I'm _____.

I work with / I create products for / I train / I coach / I speak to / I serve people who ...

- love ...
- hate ...
- need ...
- crave ...
- can't figure out how to ...
- struggle to ...
- secretly yearn for ...
- are looking for ...
- desperately want ...
- are totally over ...
- are totally into ...
- are totally ready for ...

I help them / I remind them / I train them / I give them the tools to / I show them how to ...

- have more _____, while sprinkling in a little _____.
- get more _____, while making it feel like _____.
- deal with _____, while getting more _____.
- get exactly what they want, which is _____.
- bring more _____ into their lives.
- turn _____ into _____.
- resolve _____, once + for all.
- look + feel totally _____.

Three lines. No biggie, right? :)

Bio #2: The femme fatale. (Your 75-word byline.)

It's here. The moment you've been waiting for.

A heart-pounding opportunity to write, speak or strut your stuff in front of a brand-new audience.

Maybe it's your very first guest post for a saucy blog.

Or an invitation to get interviewed by a savvy podcaster.

Or a chance to write a dishy advice column (lifelong dream!) for your local newspaper.

Or the speaking gig opportunity of a lifetime. (Your **drop-the-mic moment**.)

You're ready to saunter in + serve up the very best of what you've got — your tips, your brilliance, your oh-so-helpful insights.

There's just one missing piece:

A 75-word byline to sum up what you're all about — for the soon-to-be adoring fans who don't know you, yet!

It's time to craft a seductive byline.

Here's mine:

Melissa Cassera is a PR expert for people who haaa-ate promoting their businesses.

Through her totally-addictive **blog posts, resources + on-demand classes**, she's here to show you how to get more publicity + sales — while making every step feel like a total guilty pleasure.

A few of HER guilty pleasures? Epic movie trailers, trashy novellas + salt-ed-caramel everything.

Transform your business into a toe-curling addiction at **MelissaCassera.com**

Your turn!

_____ is a _____ for people who _____.

Through her _____, _____ and _____, he's / she's here to help you / show you / remind you / teach you / inspire you / shake up your approach to _____ — while making it all feel like _____.

And when he's / she's not _____-ing, you can find him / her indulging in _____, _____ and the occasional _____.

Meet _____ + get ready to _____ at _____ .com.

No sweat, right?

Bio #3: The evening gown. (Your 150-word story.)

It's time for the grand finale:

Your 150-word story.

This is your Emmy / Oscar / Tony / Grammy moment.

A big, sweeping celebration of you + your business. Not everything you've ever done. But the best of what you've done.

You're building on top of the work you've already done — not reinventing the wheel, just adding even more goodness, more credentials, more sizzle, more YOU.

Without further ado ...

Here's mine:

Melissa Cassera is an award-winning PR expert for people who haaa-ate promoting their businesses.

*Through her totally-addictive **blog posts, resources + on-demand classes**, she's here to show you how to get more publicity + sales — while making every step feel like a total guilty pleasure.*

Her delectable advice has been featured on NBC, ABC, CBS and Fox News as well as glossy magazines + web portals like Glamour Magazine, Redbook Magazine, AMEX Open and Forbes.

And when she's not teaching small business owners how to write toe-curling blog posts, make BFFs with the press and land national media coverage, you can find her planning her next exotic vacation, penning (tasteful) erotic fiction, savoring salted-caramel everything and working on her paranormal screenplay.

Transform your business into the ultimate addiction — for your audience, for the media and for YOU — at MelissaCassera.com

Your turn!

_____ is a _____ for people who _____.

Through her _____, _____ and _____, he's / she's here to help you / show you / remind you / teach you / inspire you / shake up your approach to _____ — while making it all feel like _____.

His / her advice / insights / opinions / tips / teachings / lessons / products / stories / artwork / designs / illustrations have been featured on _____, _____, _____ and _____.

(Or! If you haven't been featured anywhere — yet! — try incorporating a few snappy testimonials: "Her adoring fans + customers have called her " _____ " and " _____," and one woman called her "THE _____ to watch in 2014.")

And when he's / she's not _____-ing, you can find him / her indulging in _____, _____ and the occasional _____.

Meet _____ + get ready to _____ at _____ .com.

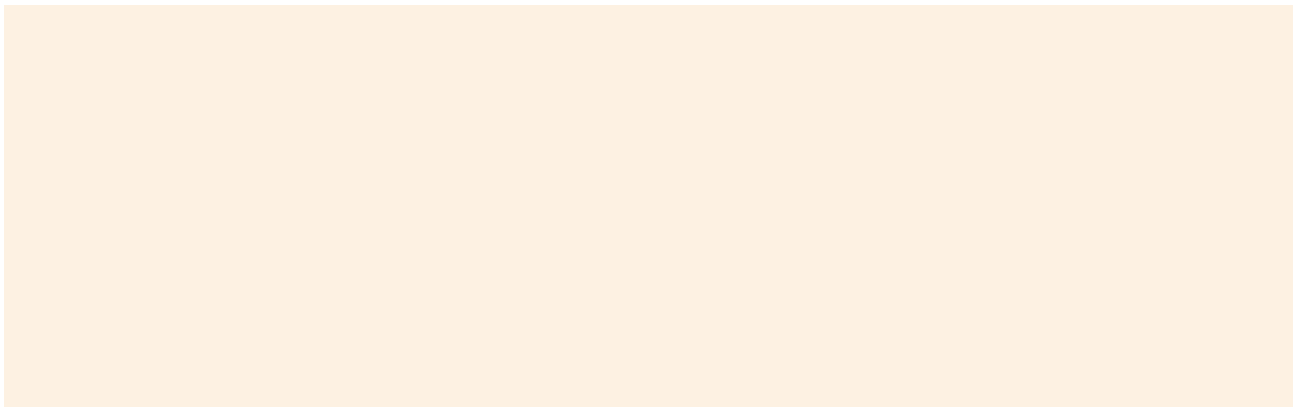
And ... done!

Your Irresistible Action Step:

... is to write all THREE of your bios, using the templates we just rolled through ... unless you feel inspired to take a different approach (that's cool, too!)

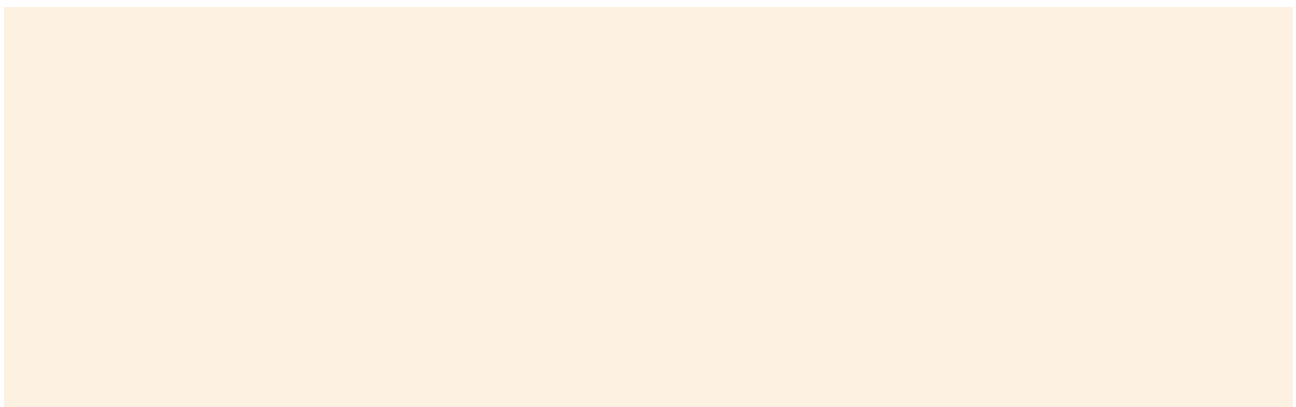
The Cocktail Mini.

Write your new 25-ish-word intro with simplicity, brevity — and just a hint of sparkle.



The Femme Fatale.

Craft your 75-word byline with crystal-clear language (no jargon, please!) and LOTS of personality.



The Evening Gown.

Pen your new 150-ish-word story. Remember: you're building on what you wrote in the Cocktail Mini and The Femme Fatale — just adding a few extra credentials. Piece o' cake!



Oh, YES!

You've just completed the toughest challenge of all.

(Lots of business owners agonize for YEARS, trying to craft a halfway-decent bio. You just wrote three of 'em!)

You know what that means ...

It's time for a DRAMATIC MOVIE TRAILER MUSIC DANCE BREAK!

CLICK HERE for a full HOUR of epic orchestral insanity. Go ahead and "air conduct" in your office. You know you want to. :)

Next up?

A challenge that's all about writing must-read headlines for blog posts, emails, social media and more. :)

Irresistible Business CHALLENGE #4:

WRITE MUST-READ HEADLINES

You can write your little heart out, but when it comes time to conjure up a super juicy headline ... you freeze.

What if it's not good enough?

What if you spend days trying to find "just" the right words and come up with nada?

Lots of people — even professional writers — struggle with titles and headlines.

But headline-writing doesn't have to be so hard. In fact, it's one of my favorite things to teach!

Best of all ... the methods I'm about to share involve one of my ALL time favorite topics: *gossip magazines!*

Here it is:

The Trashy Tabloid Method To Writing Must-Read Headlines! ;)

First: create a fascinating headline file.

Advertising pros call this a “swipe file.” Basically, it’s just a list of headlines that you like, curated from magazines and newsletter clippings.

These headlines do NOT need to relate to your business (in fact, it’s better if they don’t.)

I store my fav headlines in a Google Doc (<https://docs.google.com/>) and whenever I see a compelling headline, I plop it into my Doc.

My favorite places to search for hot headlines:

- National consumer magazines (Cosmopolitan, Marie Claire, Men’s Health, etc.)
- Entertainment magazines + tabloids (US Weekly, People, InStyle, etc.)
- National morning show segment titles (Today Show, Good Morning America)
- National newspapers (NY Times, Wall Street Journal)
- Must-read blogs (pick your favs!)

Here are a few headlines I recently jotted down:

- Financial Collapse: A 10-Step Recovery Plan
- Sizzling Role Play Ideas You’ve Never Tried Before

- The Job-Hunting Trick You Need to Know
- 10 Things That Should Be On Every Girl's Beauty Bucket List

Once I've snagged a few headlines that I like, I can "re-mix" them to make them work for my business.

For example:

- Oops! You Screwed Up On Live TV: A 10-Step Recovery Plan
- Sizzling Self-Promotion Ideas You've Never Tried Before
- The Speed-writing Trick You Need to Know (Bloggers, Take Note!)
- 10 Books That Should Be On Every Entrepreneur's Summer Reading List

Super easy, and no, it's NOT plagiarism. These kinds of headlines are common + formulaic for a reason — because they work!

As long as you plug in your own words + give it a fresh spin, you're all good.

EVEN MORE IRRESISTIBLE HEADLINES THAT GRAB PEOPLE'S ATTENTION:

1. "How-To" Headlines

Your crazy-busy customers are always seeking out tips, tricks and methods to make their lives better, easier and happier. What can YOU teach them how to do?

- How To Lose 10lbs In 30 Days (While Savoring Banana Pancakes)
- How To Date Your Husband (And Seduce Him All Over Again)

- How To Market Your New Offering (When Nobody Knows You Exist)

2. "List" Headlines

Lists are light, playful and easy to scan — perfect for easily-distracted online audiences and magazines readers (who tend to skim pages quickly).

- 5 Games Of Thrones-inspired Winter Outfit Ideas
- 10 Ways To Supercharge Your Job Hunt
- 3 Ways To Make An Extra \$500 This Week

3. "Secret" Headlines

Using the word "secret" in your headlines implies you have a special "secret" to share that no one else knows. We humans are SO predictable — we'll always click it! :)

- 5 Secrets To Mind-Blowing Dates
- 10 Ways To Sneak More Vegetables Into Your Diet (A Chef's Personal Secrets!)
- Men, Revealed. What He's Secretly Thinking About Your Body.

Your Irresistible Action Step:

Ready to craft some must-read headlines for blog posts ... tweets ... email subject lines ... and media pitches?

Create three new headlines, right now.

Yes you CAN.

A "How-To" Headline

How To

A "List" Headline

Ways To

A "Secret" Headline

The Secret To

You DTD it!

Headlines, galore. (Not so hard, right? :)

It's time to pause + celebrate your majorly good work, so far.

You're almost done with the entire Irresistible Business Challenge!

Pumpkin latte? Glass of champagne? Dance break? Movie night for one?

Choose something FUN and treat yourself to a delicious experience. (You'll find a few playtime ideas on page 61.)

Come back when you're feeling rested + recharged.

Next up?

Your final challenge: creating a Fame Page for your website. (Ooh la la!)

Irresistible Business CHALLENGE #5:

CREATE YOUR FAME PAGE

“Uh, what is a Fame Page?”

A Fame Page is usually called a press page, media page, online media kit, or an online press kit — and exists as a standalone page on your website.

Those names are super boring, so I renamed it your Fame Page. :)

Your Fame Page is basically a “highlight reel” of press coverage + media endorsements that make visitors “ooh” and “ahhh” over all of your exposure.

Your Fame Page makes you irresistible to both customers and journalists.

Two big reasons why:

1. INSTANT CREDIBILITY. Media coverage is the ultimate endorsement for your business. Customer testimonials are important, but having Glamour magazine or The New York Times singing your praises or using your advice ... there’s no question that you’re a major player and that your business totally rocks. A whole page, packed with press goodies? Your customers’ minds will be blown.

2. INSTANT ACCESS. Your Fame Page makes it easier for super-busy journalists to instantly “get” what you’re about ... and why you’d be a terrific expert, commentator or guest on their platform. Because you’ve summed

up your media coverage so neatly, they can come and learn more about you ... the topics you can speak on ... and how to get in touch with you ... in five minutes flat.

Even if you haven't been featured in any "big" or "fancy" publications (YET!) ... it's STILL valuable to have a Fame Page.

In this final challenge, I'll show you why ...

How To Create Your Fame Page (In 3 Easy Steps)

Step 1. Make a page.

Create a brand new page on your website (or ask your developer to build one for you).

But don't publish it, yet.

First, we're going to load it up with ALL the goods. :)

Step 2. Give your new page a name.

I recommend something simple + easily recognizable, like "PRESS" or "NEWS" or "FOR THE MEDIA."

(Want an example? Check out my Fame Page [HERE](#).)

Step 3. Load 'er up!

There are soooo many things you can include on a Fame Page.

You can keep it simple (like moi) or go totally buck-wild.

Whatever you choose to include, the following 7 items are Fame Page must-haves — no matter what business or industry you're in:

YOUR (DIRECT) CONTACT INFORMATION

You probably already have a Contact Page. That's cool. But journalists don't want to go plucking around your site trying to find your info.

Make it super easy for them by putting your contact information front + center on your Fame Page.

Journalists will want to connect with YOU, so make sure to put YOUR contact information (personal email and / or direct phone line) ... not your assistant's.

If they see a random "direct inquiries to press@ or info@ [company name]" message — they are outta there. And you don't want that.

YOUR "I WANT COVERAGE!" INTRO

You'd be surprised at the number of people who don't make publicity a priority. Journalists reach out and hear nothing ... and it's a huge waste of time.

Make it clear that you're an eager, accessible resource for the press — you're not going to let them down!

Create a mini-intro that explains what type of source you are + how they can work with you. Here's an example of what I use:

Melissa Cassera is a bubbly and engaging guest with an infectious personality. Audiences eat up her advice on PR, branding + pop culture. She is available

for interviews, profiles and expert commentary. She can be reached directly at [email].

Here's a blank template for YOU:

_____ is a thought-provoking guest who challenges audiences to consider new perspectives on _____.

Audiences appreciate his / her quick wit and (sometimes) contentious viewpoints as he / she tackles the biggest headlines of the day.

_____ is available for interviews, profiles and expert commentary. He / She can be reached directly at [email].

YOUR "MUST-DISCUSS" TOPICS

Journalists care about what you KNOW, not (always) what you DO.

If you feel comfortable speaking on certain topics as an "expert source," this is the place to showcase those topics!

And remember: being an "expert" doesn't mean you know "everything" about a particular topic. It just means you know a lot more than the "average person."

Here's my list of "Must-Discuss" topics:

Some topics Melissa can cover include:

- *Publicity, marketing and social media strategy*
- *Communication, confidence and charisma*
- *Personal branding*

YOUR CRAZY-IMPRESSIVE BIO

This is the place to insert your 75-word bio — yep, the one that you learned how to write in Challenge #3.

YOUR (RECENT, GORGEOUS) HEADSHOT

Journalists want to see your face.... and it's not because they want you to look a certain way, be a certain weight, or any of that nonsense.

It's because they feel more connected to you, as a source, with some facial recognition.

Many journalists will ask for a headshot or professional photo to run alongside a story ... so, if you don't have a professional photo, get one, stat! (Blurry Instagram selfies don't count.)

There are lots of professional photographers right in your hometown, so dial 'em up! It's an investment you'll never regret.

A SIZZLE REEL (OR: ANY VIDEO CONTENT)

If you want to book TV appearances, you need to have a professional video to show producers how awesome you are, on camera.

This is a Catch-22 in most cases — you need a TV appearance in order to book your first TV appearance!

Here's my suggestion: Start with local TV. And I mean ... *really* local TV.

Local + public-access stations are more lenient in booking guests that are not super-seasoned. Once you book one appearance, showcase that appearance on your Fame Page. Now you have something to share with producers who book national + bigger market shows.

If you're a seasoned TV veteran, you might consider having your clips professionally edited together into a Media Appearance or Demo Reel (sometimes called a "Sizzle Reel.")

An editor can take short clips of multiple appearances and edit them together into one 2-3 minute piece that showcases your best on-camera moments. Hotness!

LINKS TO PAST PRESS COVERAGE

You might think that journalists want to know about all of your past press coverage, so that they'll jump on the bandwagon and feature you, too.

Unfortunately, it doesn't work that way. Journalists want to be the FIRST to break a new story — and sometimes, booking someone with tons of press coverage on a particular topic can seem like "sloppy seconds." (That's why you never want to pitch *The Today Show* and say, "I was just on *Good Morning America*".)

This doesn't mean you should HIDE your press coverage. You just want to put it at the bottom of your Fame Page instead of waving it like a flag at the top.

And by the way ... don't worry if you haven't received any big, splashy coverage yet. Just list those smaller blog features + local news hits here, and keep filling in the page as you get more + more exposure.

(You never know: your next major client might be a die-hard fan of a certain blogger, or a daily reader of your local newspaper! "Smaller" media outlets can often be just as powerful as the big boys!)

EVEN MORE THINGS TO INCLUDE ON YOUR FAME PAGE (IF YOU WANT!)

I'm a simple gal, so my Fame Page stops there. ;)

But if you'd like to make your Fame Page evvven fancier, here are a couple other things you could add:

- Downloadable images of your headshot, logo, or product photos.
- Book cover photos (if you're an author).
- Your company history.
- FAQs.
- Tip sheets (one page documents that list tips, like "10 Ways To _____.")
- Sample interview questions (Q's journalists can ask, if they interview you).
- Recent press releases (link to them, or upload a couple PDFs).
- Media testimonials (If a journalist or producer gave you a nice compliment — "best talk show guest we've had all year!" — ask if you can post it!)

Your Irresistible Action Step:

Ready to claim your fame?

Go ahead and take a stab at writing your Fame Page intro.

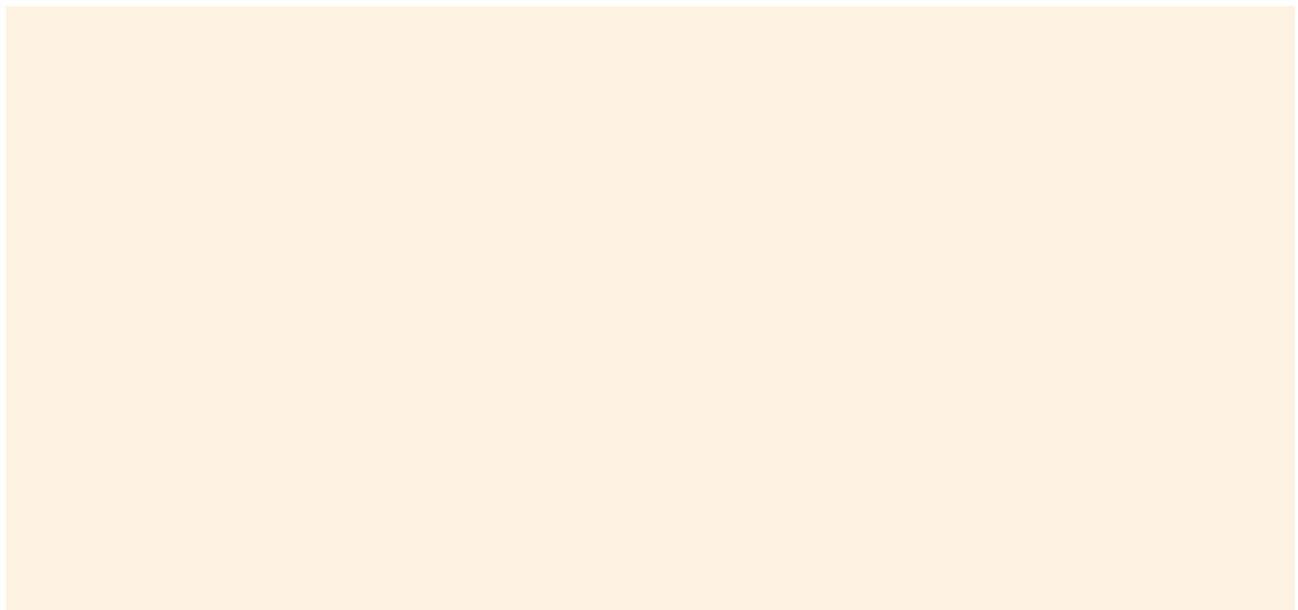
(Remember: that's the little blurb that lets journalists know you're READY to get featured, and aren't going to leave 'em hanging, waiting for days for a response!)

Here's that template, again:

_____ is a thought-provoking guest who challenges audiences to consider new perspectives on _____.

Audiences appreciate his / her quick wit and (sometimes) contentious viewpoints as he / she tackles the biggest headlines of the day.

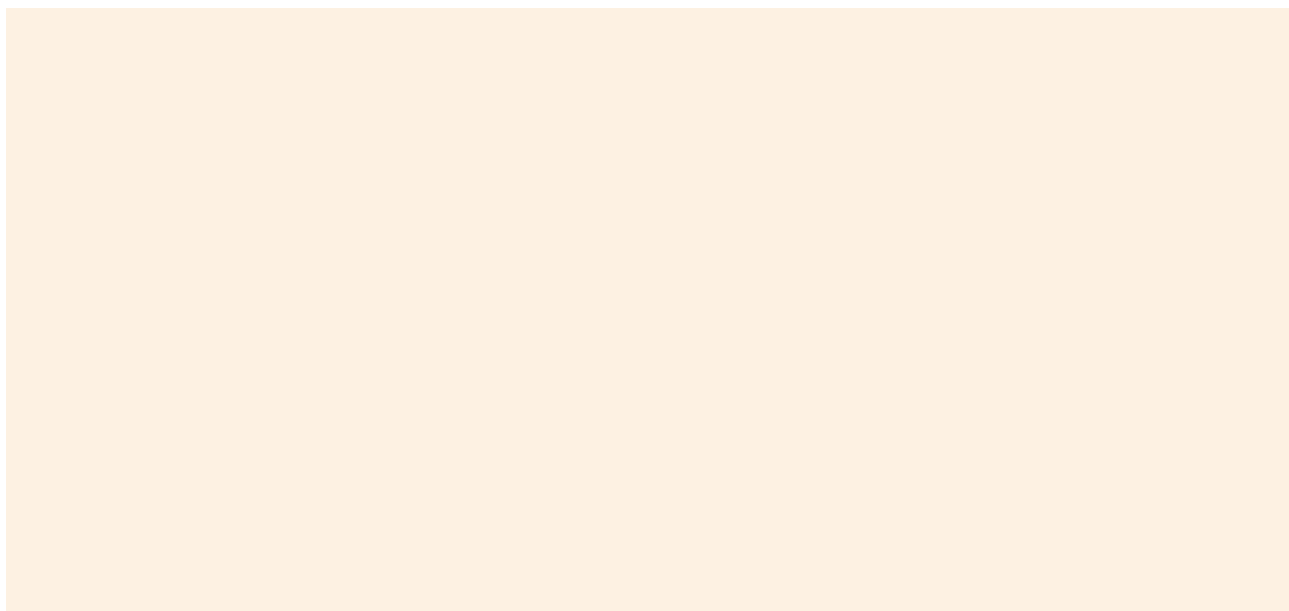
_____ is available for interviews, profiles and expert commentary. He / She can be reached directly at [email].



Extra-super-duper-bonus-credit?

You guessed it: write the REST of your Fame Page using the guidelines I shared just above.

Even if you decide not to make it public, just yet, it's a great way to help you clarify what, exactly, you're here to talk about ... and how, exactly, you want to be of service as an irresistible business owner.



And ... you're all done!

Your fifth + final challenge is complete!

PARTY TIME!

(Flip the page for a list of 7 ways to celebrate your awesomeness. :)

Ceeeeelebrate good times (c'mon!)

When it comes to running a business, here's what I know for sure:

If YOU'RE not having FUN, your customers won't be, either.

So, carve out some time to CELEBRATE all the amazing work you've just done, by completing these five challenges. (They're called "challenges" for a reason — they take some effort, and you totally nailed it!)

Here are a few of my favorite ways to reward myself for a job well done ...

(Feel free to steal my guilty pleasures + make them your own! :)

To reward myself, I ...

- 1.** Binge-watch old episodes of *True Blood*, *Games Of Thrones* and *Gossip Girl* (Chuck Bass! When will you be miiine?)
- 2.** Head to MOUTH (mouth.com) and order myself a decadent treat (**Vanilla nougat goat milk caramel bar**?! WTF?!)
- 3.** Treat myself to a professional **blow-out** or makeup application (Insider tip: spend \$50 at your local **MAC Cosmetics** store, and they'll do your make-up for free!)
- 4.** Take my dog Lily (aka Little Lily Gaga) out for a walk — or sweat it out at a **spin class**.

5. Curl up with a trashy-but-oh-so-amazing erotic novel. (Bonus: reading smut makes you **a way better descriptive writer** — it's true!)
6. Treat myself to a ridiculously pampering massage + jacuzzi soak at a local spa. (Hint: go in the middle of the day on a weekday. They usually have special rates — and you'll have the whole spa to yourself!)
7. Book one night at a hotel (even if it's just down the street!) and let other people take care of my every need, for 24 hours. (**Kayak's Last-Minute Hotel Deals** = amazingness.)

Your Irresistible Business Challenge has ended.

But making your business feel like a total guilty pleasure — for your audience, for the media AND for you?

That ride is just beginning. :)

If you're craving more publicity + sales — but haaa-ate promoting your business — check out my collection of classes.

They're super practical, unfairly fun + totally addicting.

Here's a quick tour:



MAKE HEADLINES

Learn how to: Think like a publicist. Become BFFs with the press. Get featured in glossy magazines, top TV and radio shows, the most credible newspapers and must-read blogs ... while having ridiculous amounts of fun.



A THOUSAND TIMES, YES!

Learn how to: Get down on bended knee + create a business offering that'll have your dream customers screaming, "Yes! Yes, I do!".

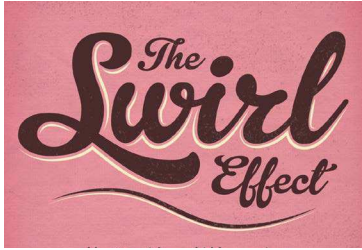
The grand finale? Writing a ready-to-roll invitation for your heart-pounding product or service. Goodbye, sleazy sales — hello, wedded bliss!



HOW TO BE A GUILTY PLEASURE

Learn how to: Write blog posts, newsletters, social media blurbs + e-course content that your customers + the media will spoon up like molten chocolate lava cake.

Best of all? Learn how to turn all that must-read goodness into actual sales.



THE SWIRL EFFECT

Learn how to: twirl your skills, passions + guilty pleasures into a one-of-a-kind personal brand + business plan.

If you have 100 different interests — but no consistent message, media coverage or money pouring in — The Swirl Effect is your ticket to a whole new way of doing business. One that's unique, customized and totally delicious.

GET EVERYTHING

Want all four classes? Fill up that shopping cart, lady. You'll save \$50 when you grab the whole collection at once. (Treat yourself to a deluxe pedicure. I insist. ;)



Credits

SO many people helped to bring this playbook, **The Irresistible Business Challenge** — and **ALL of my business offerings** — into your hot little hands.

I'd like to thank The Academy, my agent, and ...

Rebecca Pollock for making my playbooks (like THIS one!) feel more like glossy gossip magazines, instead of boring ol' e-books.

Alexandra Franzen for copy sparkling, pop culture musings, and for being one of my biggest supporters. (I wuv you forever + ever.)

Natasha Lakos for making my website look + feel as delicious as a slice of salted caramel cheesecake. I'm addicted to your artistry.

Kate Moore for her website programming nerdery and for taking care of all the dirty, techie details.

Genavieve Shingle for all the loving legal advice. So good to know you've got my back, like one of Bieber's bodyguards.

Shenee Howard for inspiring me to get my booty in gear and create totally addictive digital classes that have already reached thousands of students. (Shazam!)

Emily Scott for taking beautiful photos at lightening-fast speed — and for making me look hotter than Angelina Jolie (well, according to my husband. ;)

Melissa Hoffman for hair + makeup that makes me feel like a Victoria's Secret Angel. (Please move in with me. I'm lost without you.)

Melanie Kluger for her fashion styling prowess, and for bringing tons of stripes, polka dots and pops of candy-colored amazingness into my life.

People Magazine for being a never-ending source of inspiration + Hollywood scandal. (You're my muse!)

Starbucks for all those Pumpkin Spice Lattes, keeping me going through long days on my laptop. (Please keep them stocked, year round! #PSL4EVER!)

Last but never (ever) least . . .

My husband, **Gary Cassera**, for being the ultimate inspiration and best teacher on this entrepreneurial journey. And for always showing love — even when I'm a crankpot.

And of course, my dogs — **Jake, Lily** and **Kita** for their continued patience while Mom cranks out blog posts, video scripts and playbooks, galore. I owe you tons of hikes + cuddles.

Whaaaat? You made it all the way to the end!

In the movie biz, this page would be called a “stinger” — a little extra treat at the very, very end of a film, after the final credits roll.

Only the truest, most loyal super-fans get to see it.

And that’s you!

Here’s your stinger:

A sneak peek of the opening scene script for my original TV series pilot – CONTROL, a sexy + suspense-filled political thriller with a supernatural twist, set in the 1940s.

DOWNLOAD IT HERE

Enjoy, oh so much.

Until next time ...

Here’s to your sizzle, spark + stardom ...

... and to having *unreasonable* amounts of fun. :)

To your sizzle, spark + stardom,

Melissa Cassera

PR Rockstar | Business Strategist | Actress | Screenwriter

Guilty Pleasure Advocate

<http://www.melissacassera.com>