

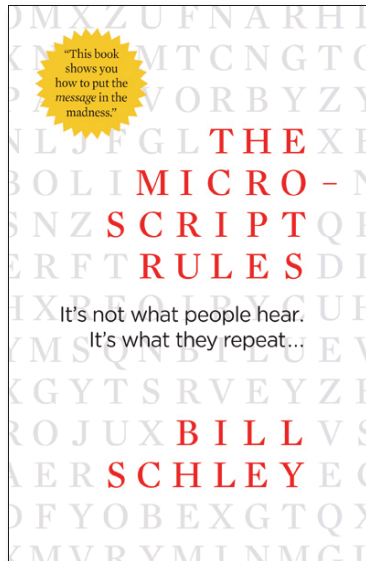


the Micro-Script Rules:

How to differentiate your business—
in a sentence or less.

Bill Schley

The eBook that couldn't wait



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The whole story of *The Micro-Script Rules* fits neatly into a 171 page book, published at the end of 2010.

But when our friends, clients and audience members said they couldn't wait for the published version, we created this summary.

So welcome to the **the Micro-Script primer**. It gives you the “**what to do**” in advance of the “**how to do it**” that you'll find in the full book. It's the secret for propelling your ideas with the simplest, most penetrating, viral power in a world that from now on, will demand nothing less.

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President, SchleyBrand.

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eBook design is by our long time collaborator and friend, the award winning **Dan Knol**.

Thanks go as well to **Donna Volpitta, Ph.D** for sharing some of her vast knowledge of human learning and language development.

Disclaimer: We stopped writing with high fructose corn syrup years ago.

**Please feel free to post this eBook to your blog,
and send to everybody!**

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"The boy liked eating burgers."

Introduction

The "Telephone Game" Fifty Years Later

Did you ever play this game in kindergarten? Everyone sits in a circle and the first kid whispers a story to the next kid. Then that one whispers it to the next one around the circle. The last kid says the story aloud and everybody laughs because what comes out is *completely different* from what went in. The original message **never** makes it.

The telephone game is hoot for everyone—except for this one, haggard, rather unfortunate group: *professionals who need to communicate!* For marketers, sales people, innovators and leaders, the human tendency to turn important ideas into gibberish within minutes of leaving the source is more like a nightmare.

*But what if...on the other hand...*there was a way to create a *really* short story that was somehow so interesting, so easy to remember and repeat—you could play telephone with it for fifty years, with millions of players around the globe, yet it *always* came out nearly exactly, word for word, as how it went in? It was as accurate and powerful as the day it was born, because people *wanted* to keep saying it that way?

Now what if you were creating a brand? What if you were trying to go viral—can you imagine how valuable that would be?

Well, there is a way. One that the very smartest communicators use every day and you can too when you know how it works—whether you're building a giant global brand or a golf shop. And that's what you're about to find out.

"Troy likes eating boogers."



Magic Words

At the beginning of my speeches these days, I play a modified version of telephone with the audience. I'll say the first part, you finish it...

A city's PR campaign... What happens in Vegas_____.

Pork! It's the other_____.

Wheaties! It's the breakfast_____.

Call Enterprise. We'll_____.

Friends don't let friends_____.

Size doesn't_____.

The milk chocolate that melts_____.

John Kerry lost the election in 2004 because he was a "flip"_____.

Do unto others as you'd_____.



Everybody in the audience is like the last kid in a telephone circle, except now they're repeating a string that is millions of years long and decades old, and getting *virtually every one of them right!* There's something magic about these words.

And soon the audience is giggling, not because the words are changed, but because they're sharing an experience with strangers that is so remarkably *the same*. It's a manifestation of this ancient mental ability we all have to remember certain kinds of ideas in certain word patterns **because they work the way our brains like to work**. And that has b-i-i-i-g implications for anyone who wants to communicate in this new, hyper-connected world.

In fact, it points to a **secret** for communicating, found in a small set of rules that we call the **Micro-Script Rules**. With them, you can beat the telephone game—and change the communications game.



It Started With Our Brain Wiring in 5,000,027 BC

This is the cognitive psychology behind what I'm about to say—but it's only a page and a half long, so please pay attention...

Isn't it interesting and a little ironic that when an organism is mortally threatened—when the gun is pointing at your nose, when the tornado is coming up your driveway, or the plane's on fire and you see a parachute next to an open door—things *finally* start to get...**simple**.

It works at every level of the food chain, all the way down to cells and organs.

Survival of the Simplest

Behavioral scientists tell us that in moments of crisis, we shift to *intuition* that is remarkably fast and accurate—instinctive intelligence that skips conscious reasoning because it doesn't have time.

Our intuition comes from a built-in set of “**heuristics**,” more commonly known as “**Rules of Thumb**—” which are automatic mental instructions to take a pre-set action for the best outcome. **We're born with them**. They tell us how to act **instantly** without analyzing a whole set of facts.

But what they're really showing us is *the heart of the matter* when it counts—the true bottom line—by doing the opposite of what schools and corporations have always taught us: **they literally make us discard information—not collect more of it—to get smarter**.

This is really important so I'll say it again:

When things get complicated and tense, our built-in heuristics or Rules of Thumb show us that *simpler makes us smarter*. Too much data gums up the works.



The Lawyer Got it Right

Our brains have evolved to simplify, *and they find it irresistible when others help us simplify.*

Johnny Cochran, OJ Simpson's lawyer understood this when he offered his famous eight word solution to the jury in exchange for nine months of testimony.

He said, you can take a billion bits of evidence, or save the trouble and just remember one thing: OJ was framed by the LA cops. And then he offered them a **little script** to make remembering easy — something we call a **Micro-Script**:

If the glove doesn't fit you must acquit.

A little word package, that could be repeated by anyone. It's a message that today would have **fit perfectly on a Blackberry screen, or back of a tee-shirt**, wouldn't you say?

Well, hold that thought.

Our Unconscious Intelligence...



Ever Catch a Ball?

We have heuristics for everything. When your caveman buddy **throws a rock at your head**, a heuristic tells you when to duck. It's called the *Gaze Heuristic*—a pre-historic Rule of Thumb for intercepting prey that saves the brain from running a thousand differential equations to calculate the trajectory. Instead, it gives you one fail-safe directive:

*Fix your gaze on the rock. If the angle **stays constant**, duck.* That's it. One action solves all the rest. It's the same rule of thumb a dog uses to catch a Frisbee, or Jacoby Ellsbury uses to catch a fly ball.*

So here's the **big** question:

What If We Could Bottle This?

What if there were *heuristics*—*Rules of Thumb* for communicating **ideas** that were **so effective**, they instantly got us to the **heart of the matter**—in sales and marketing, or branding, or innovation, or any aspect of business—because they show us how to tap this ancient clarity we get in times of stress? Could they point the way to hyper-effective messages in a hyper-connected world—increasing our chances of going viral?

Yes. And we're going to start with 3 real biggies.

*If what I'm describing sounds familiar, it's not just that it's somewhat intuitive. "Unconscious intelligence" has indeed been popularized lately, most notably by Malcolm Gladwell in *Blink*, his book about "thinking without thinking." Gladwell's premise came largely from the academic writings and research of cognitive psychologists like Gerd Gigerenzer, Timothy Wilson, Gary Klein—and by extension, the Nobel laureate Herbert A. Simon, as well as George Polya who wrote about heuristic problem solving all the way back in 1945. So the notion of "unconscious intelligence" is not new.

This book uses these learnings to ask a different question—one of critical importance to communicators in the hyper-connected age. How can heuristics solve the communications problem demonstrated in the telephone game—keeping our ideas together and focused, so they penetrate like never before?

I. The Three Big Rules

As I've mentioned, Rules of Thumb originally evolved as part of our unconscious. But other Rules of Thumb ***we've learned to invent*** to guide us through life—like *Where there's smoke there's fire*, or *Buy low sell high*.

In this eBook, we're just going to talk about three real communication big ones. A few rules that are so encompassing, so overarching, we'll call them... ***The Three Big Rules***.

Here's the first...

Rule 1: It's What They Repeat

In today's world, what's important is **not so much** what people **hear**, it's what people want to **repeat**, after you've said it.

I'll repeat, it's what people want to **repeat**.

This one shift is a new communications dynamic that determines marketing and selling power in today's world.

And here's why:

In the old days, as we all know, there were only three mediums: TV, Radio and Print. Today there's a new master medium that supersedes everything.

You thought I was going to say hundreds of mediums. But no, its really one master medium. And it's not the internet or social networking. Those are just mechanical. It's a brand new, 50,000 year old medium...



You know it as **Word of Mouth**.

And I know **a lot of pundits** are talking about it but I want you to consider it **differently** for a minute.

Think about how amazing and paradoxical this is —

That in a world that's creating remarkable new forms of electronic media every day like iPhones and Facebook—marketing gurus agree that simple **Word of Mouth (WOM)**—the most ancient medium of all—is now the killer app! It powers the whole viral phenomenon. **The magic** that turns a frumpy singer (on *Britain's Got Talent*) into a world wide sensation overnight—can only happen via Word of Mouth.

The Word of Mouth Machines

All these new personal digital machines like iPhones and Blackberries, social websites and Twitter are nothing more than high tech, 21st century, **Word of Mouth machines**. That's all they are. Because now anyone can broadcast across the whole planet as easily as across the back yard fence. **And they do**. And they will from now on.

But this still doesn't explain **why caveman communications** have suddenly gotten so **popular** — with consumers, especially.

The **big reason** is that Word of Mouth takes the most important factor **in communication** and **stands it** on its head. *WOM changes the source and the sequence for*

Trust.

With the one-way media like TV and Radio, the message came first, then product trial. Then if the product worked, *trust* followed at the end of a long sequence — as a cumulative result.

The problem is that too often, people believed it, they bought it, they tried it, and they got burned. They felt abused and humiliated. **And consumers HATE when that happens**. *Too many* companies have over-promised and under-delivered.

So people aren't so quick to trust the authorities anymore.

Who do they trust?

Other members of their own group—their friends and their own eyes. They trust what **other consumers** say, more than what companies say.

And WOM delivers **trust directly, right up front**—with a personal endorsement. And it doesn't get switched off by the remote.

So, once again —

Big Rule 1:
**In a Word of Mouth world, what's most
important is not what people hear,
it's what they repeat —
what they turn into word of mouth.**

Now if that's true, here's our next question. What form of message are people most likely to **want** to repeat?

Well here's Big Rule #2...



Rule 2: What They Want to Repeat are *Micro-Scripts*

If they like your product or service—they want to talk about you. And what they like to repeat most of all, today more than ever, **are Micro-Scripts**.

Remember, “*If the glove doesn’t fit you must acquit?*” And, “*Wheaties, Breakfast of Champions?*” Those are Micro-Scripts. Great communicators use them almost **like magic words**. They take Word of Mouth or any communications medium to a higher effectiveness level. ***And any one of us can create our own and gain their power, when we know how they work.***

So what is a Micro-Script?

Think of a movie script or a great speech for a second. The most powerful, memorable words in history are in scripts like *Hamlet* or the *Gettysburg Address* that would take hours for an actor to memorize. But they sure have an effect on the audience.

A **Micro-Script** is a mini set of powerful, memorable words—four or five maybe, *that millions of people can instantly memorize*—and like to memorize—to have an effect on others.



Here's the official definition:

A **Micro-Script** is a verbal “instant message” that people like to **repeat**, generally word-for-word, to **inform, impress or persuade others**. It lets the receiver *make a snap judgment on the least amount of information*. It usually contains **metaphors, vivid word or rhythmic sounds** to form a **complete idea** in the mind. It's how we verbalize in a way that's **optimized for the heuristic brain**.

That means— It must be quick, compact and easy— **short as a word or phrase**.

And if it's for marketing, it must support something called your ***Dominant Selling Idea*** – a concept we'll talk a little more about at the end.

Here are some more examples of really famous Micro-Scripts:

... **It's finger lickin good!**

... **It's the quicker picker upper.**

... **What Would Jesus Do?**

... **Guns don't kill people, people do.**

... **She can see Russia from her house!**

... **Dr. Scholls Gel Insoles. Are you gellin?**

... **Do unto others as you'd have others do unto you.**



Micro-Scripts hold so much power—some are literally history changers.

For example:



The Domino Theory—a Micro-Script that explained a nation’s whole foreign policy in **two words**—that is—if one country in Asia fell to the communists, all the others would fall. It gave America permission to support the War in Vietnam. During the early days of the cold war, every school child in the US could repeat the words *Domino Theory*. And history changed for millions of people as a result.

Micro-Scripts have completely changed Presidential elections, too.

Once the Republicans labeled John Kerry **the flip flopper**, it stuck and he could never shed it. **Suddenly**, every average Joe could hold a political argument at the bar...

Politicians perfected Micro-Scripts in the last 25 years because **political campaigns** are in a never ending, crisis marketing mode. It’s a **one day sale for 100% market** share—so they can only afford to use the most powerful, effective kinds of words. Think of: *Read my lips, no new taxes, the compassionate conservative* and *Intelligent Design*.

But remember Micro-Scripts were *invented* by the great marketers and **the smartest marketers** are doing it still.



Micro-Script Kills Bridge...

What do you think *this* Micro-Script is...(hint) It became a lightning rod for wasteful gov’t pork barrel spending and the project was cut, even though it *wasn’t* to nowhere. It was the bridge to the *new international airport* in Ketchikan Alaska, promised to the citizens by the US Government.

Now before we go on—I'm going to anticipate some questions you might have.

Q: Aren't you just describing a sound bite?

Yeah, but The Domino Theory is a *very special* kind of sound bite. A typical sound bite can be random, picked up by the press for entertainment, shock, or human interest. It may be empty of social or commercial importance. It doesn't matter.

A Micro-Script is an **story bite**. It triggers a whole story. It's purposely crafted as a **persuasion** and **penetration** tool, meant for easy repetition in any media. *No child left behind*, was not an accident.

Q: How is a Micro-Script different than a tagline?

A tagline—an anchoring slogan—can certainly **be** a Micro-Script if people also like to say it and repeat it to others. For example, people repeat the **tagline for Las Vegas** that supports the idea – “The adult playground designed to let you **experience your fantasies** without getting caught like you would at home in Cleveland.” Instead, they tell you with a grin: *What happens in Vegas stays in Vegas*. And they get a kick out of saying it because this tag line is written in Micro-Script language.

So in general any tagline that's written like a Micro-Script is a much more effective tagline.

Lastly the Third Big Rule has to do with, what's the **SUBJECT** or your Micro-Script? What should it be **about**?

And that's our final Big Rule if **you want to be effective...**



Rule 3: Always Build Them on a *Dominant Selling Idea*

A **Dominant Selling Idea** (DSI) is the **one** most unique, important and ownable advantage that you can claim that others don't—your **single, best point of difference**. It is brand positioning brought to its sharpest, most specific edge. *Safest car. The dentists' #1 toothpaste. The working man's favorite beer. The fastest headache pill. The longest range jumbo jet.*

Great brands have always had one thing in common: a **single big promise** that is **the** differentiator. **One** attribute, **one** advantage, **one** ability that consumer's believe you do best. *Safest car. Fastest human. The only shoes that breathe. That value* is your Dominant Selling Idea.

This is because of a **communications heuristic** we call: the *One Item of Carry-on Rule*—the rule that says that in a world where we're bombarded by a trillion messages a day, people tend to remember **one main thing**.

When you've finished making **your two hour pitch**, your **long list** of features and benefits, all your “spraying and praying”—they'll simply pick out the **one idea** that's most important to them for whatever reason, and put it up in the overhead bin. All the rest gets left at the curb.



Remember how a single idea beat nine full months of testimony in the OJ Trial? “OJ was framed by the LA cops?” That was the **one item of carry on—packaged for repeatability in a nifty little Micro-Script: *If the glove doesn't fit...***



Again, the Dominant Selling Idea is **the difference**; the Micro-Script is a *verbalization* of that difference.

Let's illustrate this important point one more time:

For these classic brands, the DSI is in **bold**:

M&M's...the little chocolate pellets, that come with a shiny shell so **the chocolate doesn't rub off and make a mess...**

Wheaties...cereal so nutritious, it **makes you a winning athlete...**

Prudential...the first **mutual insurance company...**

Hall's Throat Lozenges...the ones with unique, **nose clearing menthol fumes...**

Timex Watches...**the most durable watches...**

When you just read those, wasn't your mind tugging at you a bit? After M&M's, wasn't your mind saying "No, idiot, it *Melts in your mouth not in your hand.*" Didn't it shout "*Wheaties: Breakfast of Champions.*" "*Prudential: Get a piece of the rock.*" And come-onnnnn, everyone knows that "*Timex takes a lickin' and keeps on tickin'!*" Because that's the way your mind remembers them and likes saying them.

My friends, what your brain wants to sing like a song are the *great Micro-Scripts that were created by craftsmen to express those Dominant Selling Ideas* over 60 years ago. They wrote Micro-Scripts like *Breakfast of Champions* to install their ultimate value propositions—their DSIs in our brains. And it worked so well we couldn't uninstall them now, even if we tried.

So the difference between a DSI and Micro-Script is simple:

The Dominant Selling Idea is the **objective advantage** or the key difference itself. The Micro-Script is the verbal **expression** of that difference—in vivid, descriptive kinds of words that people like, that make it easy to remember and repeat to others in a Word of Mouth world.

As we'll see in some upcoming cases—we can have **multiple Micro-Scripts**—but just **one** Dominant Selling Idea at the center—if we hope to be a brand in this new hyper-connected world.



[Download this eBook summary now.](#)

I strongly recommend you download another free eBook summary, [Your Dominant Selling Idea](#) for more information on this most fundamental of all marketing fundamentals. It's the best summary on the DSI we've ever done.



II. Micro-Scripts for You and Me

As we begin to think about developing our own Micro-Scripts, I want to share a couple more famous commercial examples—then some very local ones that actually happened to me:

Look at how efficient a tool you're giving your customers **who love your artificial sweetener** and want to tell others about it:

"It's made from sugar so it tastes like sugar."

Think about the immensity of the story contained in those eight words: it's **safe** and **natural**, **not chemical**, it has the **least artificial taste**, it has **credible sugar qualities** that make it **better for cooking and recipes**, I can **feel good about it**, **not fearful or guilty**, my **family will eat it and appreciate** me, etc. I don't know but there are a million personal stories that come into play with those eight little words.

Now, for Splenda, this Micro-Script proved so powerful, they used this exact version as their tagline.

Splenda as we know rocketed to about a 50% share in 3 years. Even though, some of you may know that the scientist who accidentally discovered Splenda was **trying to invent a new insecticide**, no kidding. But that wouldn't have been that good a Micro-Script to use.



Here's another one—

"They call it Journey."

I just heard this one and its brilliant. Have you seen **these diamond necklaces** that look like this—a **wavy line** that **grows larger** toward the bottom?



I see them everywhere. The young lady who cuts my hair had one. I said that's nice, I've seen those and she stopped, touched it and said dreamily: "My boyfriend bought it for me. *He said it's called a 'Journey...'*"

A Journey huh? I know her boyfriend Tony who works construction didn't make that up.

The smart jewelers furnished this Micro-Script for him and he was more than happy to use it when the time came. Made him eloquent and sensitive. The journey took him straight to her heart.

And then there's

"Pork is the Other White Meat."

What a great line. I know because the waiter used it on me the other night to close me on the pork cutlet special instead of the chicken. I told him, I'm trying to eat lean. And he said, "yeah but it IS lean. Don't you know:

Pork is the other white meat.

It's the bacon you gotta stay away from."

Of course I'd heard it before too, but his little reminder was the permission I needed at that moment to buy what I really wanted. It was good, too.



But They Don't Have to Mass-Market Famous!

You don't have to be a big company with a giant ad budget. A great Micro-Script works on **one person at a time**, as well as it works on a million. Any communicator can use them.

There was **no greater Micro-Script lesson for me personally**, than this one. I was lucky enough to help start a company that built a real product and that actually prospered during the dot.com bubble.

We were building the *first easy-to-use software* for banking at home on your PC. All our competitors — Quicken, Microsoft Money and VISA were *saying* their products were “easy.” But to most people, they were hard to learn and intimidating. Most of these products never left the shrink wrap when they got home. The banks wanted easy.

Well—our software *WAS* easy. But we found out quickly that big banks weren't excited about listening to a five person company like us —

Until we found a metaphor and turned it into a couple of Micro-Scripts that were simply...**irresistible**. Not only to buyers but to the trade press which helped a lot.

We said: “Our **software is called *Home ATM***.”

It looks just like your bank's branded ATM on their home computer. In fact it's so simple: if you know how to use an ATM, **you already know** how to do home banking. *It doesn't even need a manual!*”

- ***It's called Home ATM.***
- ***It's like having your bank's ATM in every home.***
- ***If you can use an ATM, you already know how to do home banking.***
- ***It's so simple, it doesn't even have a manual!***

Four Micro-Scripts including the name itself. We were never turned down for a meeting again. Buyers got it, they remembered it, they were intrigued by it, they wanted to see it. They told their colleagues about it. Because **they could talk about it**: “*Have you seen that product that works like an ATM?*”

In three years, we had about 100 employees and sold the brand to a New York Stock Exchange company.





And here's one that happened to me the other day that's as local as you can get. It also demonstrates, like the above example, that we can employ *many* Micro-Scripts, not just one, to tell our stories effectively, as long as they support our core idea. We can use Micro-Scripts to sell a brand or product. And we can also use them to sell a critical product feature or answer a key objection...

Superstar sales people tell stories. And most of the time you'll find the key selling points in these stories are packaged for easy take-away in Micro-Scripts. Some sales people do it naturally because they have a gift. But that's not true of most. They listen to the Micro-Scripts of other superstars, or the vivid words of their customers, and they use those. The buyer doesn't care who invented it.

Here's the story:

I'd been talking for two years about buying a convertible. I like Volvos and I was at the dealer's one day, waiting for a repair on my wagon, when there it was...the new Volvo C70 *hardtop* convertible! It was gorgeous. The hardtop solved the little convertible objections I had, like bad visibility when the top's up.

So I asked the salesman to show me how the top went up and down. It was nifty—but then boi-ing—my caution flag went up. It seemed like it had a million little moving parts! Springs and levers and bearings and hatches that had to open and close. All kinds of extra parts to break and send me to the shop. So I said to this salesman: “looks like a lotta things that can break.” And he said,

“Hey, whataya gonna do, heh, heh...”

Pffffhhhttt. Buying impulse dead. Just like that.

But I always kept my eye on that car. I kinda hoped someone would change my mind. And then a few months later, at another dealership I met Sam. And here's what Sam told me when I said, “looks like a lotta moving parts, huh?”

He said, “yes, you’d think so but *actually* the proven technology hasn’t changed a bit:

“It’s the same mechanics as before, just with 3 hard pieces.” (Micro-Script #1)

I said rea-l-l-l-y? That makes sense. And then he said: “Volvo really tested this...

“They cycled it over a million times before they approved it.” (Mico-Script #2)

And if you think about it—

“If you cycled it twice a day, that’d take you a thousand years.” (#3)

No kiddin’.

Those **three simple scripts** were as lovely to me as that car. I went home and *happily repeated* them to my neighbor. I mentioned them to my brother. They cycled in my brain over a million times. I was sold. (I would have bought it too, if I hadn’t mentioned it to my wife). And the interesting thing is that Sam didn’t make them up. He picked them up from another seller. *Any sales person could’ve used those Micro-Scripts as convincingly as Sam and sold me that car.* Those things are portable and scalable!

If I was the sales manager with fifty sales people, I’d give those Micro-Scripts to all fifty and watch them make more sales.

Hey, What About “Micro-Script” Itself!

Someone just reminded me *to put my money where my mouth is*. (An ancient cliché. A cliché is simply a Micro-Script that’s so brilliant, universal and popular, it becomes a platitude).

So yes, the word Micro-Script itself has been showing all the signs of *being* a Micro-Script which is a key reason we chose the term out of several candidates. We know for the simplest of reasons. People remember it and play it back to us constantly, and they’re telling their friends. The most dramatic example was after my first speech on Micro-Scripts at a national marketing conference. Not only did we begin overhearing it in conversations at all the breaks, but *nearly every speaker afterward mentioned it by name in their speeches!*

Other original language in the book that are showing Micro-Script power are:

It's what they repeat. The one item of carry on rule. The word of mouth machines. There are more but these are the ones we've been using and hearing the most.

Last But Not Least: Always Listen to Your Second Grade Teacher

Let me mention this example of Micro-Scripts in action in the over-the-counter healthcare (OTC) industry to help make some final points.

My own college age kids began begging me to buy this product last winter, and then my wife, an elementary school teacher said that all her colleagues were talking about it. It was like a Word of Mouth hurricane.

So I started asking shoppers at my local supermarket...

*Have you ever heard of something called **Airborne**?*

And here's what's really remarkable—

Nearly every one said the same thing: *"It's this stuff you take for colds. **It was invented by a second grade teacher.**"* Now...

Even the most sophisticated marketers can take vital lessons from a product that went from **kitchen table** to \$100MM+ in national sales, and almost universal awareness, in about five years. And that's *before* social networking even existed.



Notice how these untrained marketers at Airborne followed the 3 Big Rules from the beginning:

1. **They attached the product to a Dominant Selling Idea, based on a little story:** And they *kept that idea at the center* no matter what—from their name to their packaging to their language and cute cartoony persona.
2. **Then they provided the *Micro-Scripts***—so we could say and **repeat that story** quickly and accurately to others, in a phone call or a text—

*It's the one invented by a second grade teacher, to keep from getting a cold,
It's the one you take before you get on an airplane.
It strengthens your immune system.
Flight attendants swear by it.*

They are viral magic. People told me the same Micro-Scripts over and over which is how I knew they *were* Micro-Scripts.

And 3. They utilized viral, Word of Mouth techniques before it was mainstream. Airborne was creating communities of user/champions, sponsoring homemade video contests and generally facilitating Word of Mouth very early in the game.

Some of Airborne's most powerful Micro-Scripts came back to them from loyal users who describing their own rich experiences—like *Take it before you get on a plane*. Airborne was brilliant because they listened.

When you go on Airborne's website home page—one of the most prominent features is “tell us your story. Hear what celebrities are saying. Let's talk!”

III. Timely Take-Aways

What Airborne did demonstrates some of the broader principles we should keep in mind as we go about implementing the practical ones...

The paradigm shift in the new master medium is its permanent **two way-ness**.

We have to **make the logistics of listening a core strategy**. That means **not just focusing on creating and sending them out, but taking them in**—mining the **Micro-Scripts** that our fans and followers will offer back. That leverages two things:

- 1) *The **genius of language** that comes from customers and the connected crowd—and*
- 2) *The **engine of trust**, that **consumers** will now control.*

Along with traditional outbound media (yes TV, radio and print still work) we must use all the new tools to set up a **perpetual feed-back loop**—the links, the social network connections, and other online mechanics that make it easier for everyone to talk. Think of it as a **Micro-Script Power Grid**.

And now consider a new **master Rule of Thumb**—*One Rule* that **makes everything I've been saying fall into place**—whether you're a global brand or a golf shop—it's the ultimate test—

Make it work at Word of Mouth, if you want to make it work.

- It has to work one-to-one , person-to-person over the back yard fence, if you want it to work with millions.
- If you do, you'll be **branding from the ground up**, making it far more likely to succeed than from 50,000 feet down. It's ground up from now on.

Find Your Micro-Scripts.

If you're ready to discover your own magic words, the next section is about **"How to."**

Next up is the actual “how” of discovering and deploying your own magic Micro-Scripts. It’s a three stage process of:

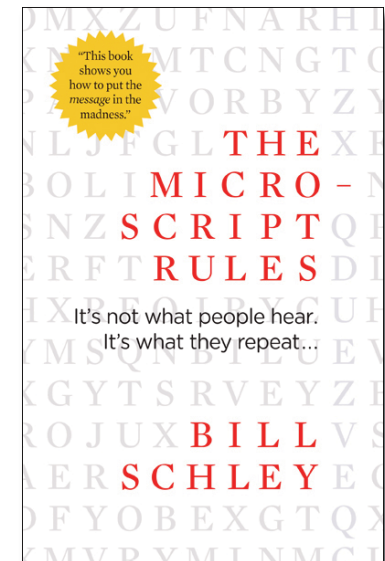
Create—coming up with your initial round, and the new role of research and testing.

Capture—listening for and mining the Micro-Script genius of the crowd as they talk about and refine your message on your Micro-Script Power Grid.

Convert—Vetting and using the best, discarding the rest over time—to ultimately persuade, to sell, to move the market—to convert more people to be fans, followers and customers.

The “how” section is full of entertaining, practical and actionable material for each Micro-Script stage. It’s all in the *full book*. It’s just too much material for this format.

If you or your organization *can't* wait and you’d like to discuss Micro-Scripting and the Dominant Selling Idea process immediately—please feel free to contact us. They are our specialties at **SchleyBrand**, www.schleybrand.com. We’d be happy to talk with you.



Order the full book at
Amazon.com

The Micro-Script Rules Promise

With these rules you will:

Discard distractions and useless data to get *directly to the heart of the matter* — and stay there.

Find your *creative solutions quicker*.

Actually boost your intuition.

Create communications that *work the way the brain likes to work*.

And folks, that'll improve your results in the **new** digital marketing world, the **old** world...or **any** world.

Last Word

Rosser Reeves said this in the greatest book ever on the subject of branding. “In ancient Roman times, when Cicero finished speaking, the people said *How well he spoke*. When Demosthenes had finished speaking, the people said, *Let us March*.”

The idea is to persuade, to put people in conversation, to put them in motion.

Nothing has ever had more power to do that than a Micro-Script built on a Dominant Selling Idea. And as long as we're human, nothing ever will.

Find it and don't leave home without it. And you'll be on the way to more communications success in this or any age.

IV. About the Author and Other Books



Bill Schley is President at [SchleyBrand](#), a brand development firm in Connecticut whose clients range from global corporations to promising start-ups. He is author of *The Micro-Script Rules: It's not what people hear. It's what they repeat...* (N.W. Widener) and the award-winning *Why Johnny Can't Brand: Rediscovering the lost art of the big idea (originally from Penguin)*. He is a frequent industry speaker and radio guest. Bill was a founder and Chief Brand Officer at two successful start-ups in the 90's that became industry leading brands before sale to a public company. He began as a writer at Ted Bates, the legendary New York Ad Agency where he won the National Effie Award for sales-effective advertising. He later took time out to write a screenplay for 20th Century Fox and has written another best-selling book, *Power-of-10*, published by HarperCollins. He is a graduate of Harvard University, a trans-Atlantic sailor and avid skydiver.

Speaking

To Contact Bill about speaking at your next event, please email bill@billschley.com or call 203-623-2779.

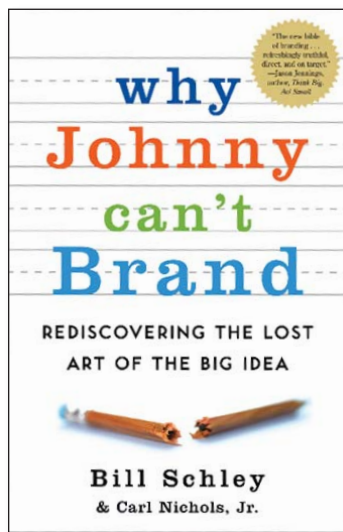
Strategic and Creative Services

To find out more about our services at [SchleyBrand](#), the brand development and identity firm that specializes in the Dominant Selling Idea and Micro-Scripts, please email us at bschley@schleybrand.com, or call 203-623-2779.

For those of you who want to be really smart about the Dominant Selling Idea, from whence Micro-Scripts all began, you'll want a copy of...

Why Johnny Can't Brand: Rediscovering the lost art of the Big Idea

A #1 NOT a New York Times Best seller!



But look at who loved it...

Al Reis – co-author of the legendary *Positioning: Battle for Your Mind*: *“They’ve taken the USP, polished it and brought it up to date for today’s marketers. Great job.”*

David Aaker – Distinguished author of marketing classics, Professor Emeritus of Marketing Strategy at Cal Berkley: *“Dozens of punchy guidelines that promise a road to brand strength.”*

Jason Jennings – International speaker and author: *“It’s the new bible of branding.”*

Don Apruzzese – Chief Marketing Officer VPG Automotive: *“This is the marketing book I keep on my desk.”*

Jim Doyle – Renowned sales trainer: *“I was amazed. This one book summed up all you learn in a sales and marketing career in one place.”*

Robert Hogan – EVP & GM, Saatchi & Saatchi Consumer Healthcare: *“We handed it out to every member of our department, old or new. And as many clients as we could.”*

Mark Levy – Positioning Guru Extraordinaire: *“After reading it you’ll be able to brand your business like a pro.”*

Strategy + Business – The magazine of Booz, Allen, Hamilton: *“Top 5 Marketing Books of the year Award.”*

Featured in the Graduate curriculum at:

Yale University, University of Chicago, William & Mary, University of Connecticut, and University Maryland schools of business

...which is why it can still be *your* secret weapon.

[Order today at Amazon.com.](https://www.amazon.com/Why-Johnny-Can't-Brand/dp/0130352970)