

# Your Ticket to Increased LOYALTY & ENGAGEMENT

**Preserve and Communicate Your Legacy!** 

### 2020 Audie Finalist

### **DOES YOUR HISTORY,** FOUNDING SPIRIT, & **GUIDING PRINCIPLES GET LOST OVER TIME?**

Copyright 2019 Footnotes Press, LLC

big picture?

### Does your growth result in:

- Specialization, turf battles, and corporate malaise?
- **Costly employee turnover?**
- Lack of engagement and loss of the





### **THE SOLUTION**



Create an edutainment MP3 onboarding and engagement tool

Preserve founder's legacy and principles in story form

Perform founder's story with actors, sound effects and music

Listeners identify with founder's challenges, successes and values

Increased employee retention, engagement, and ROI

Increased alignment with founder's culture and principles

Enhanced storytelling makes principles easy to recall and apply

Accessible, familiar, mobile friendly, and on-demand

Copyright 2019 Footnotes Press, LLC



### **THE BENEFITS**



#### New York Times bestselling authors

- Founders of Barefoot, World's #1 wine brand
  - **Workplace Culture Experts**
  - **Demonstrated employee retention** and engagement
  - **C-Suite Network and business** media thought leaders, speakers, and advisors



Let the Creators of Business Audio Theatre, Michael Houlihan & Bonnie Harvey, Preserve and Communicate Your Legacy



## Entrepreneur

THE HUFFINGTON POST



**OCBS** 

The New York Times

Bloomberg





Copyright 2019 Footnotes Press, LLC







**C-SUITE** NETWORK<sup>™</sup>





### Work with the Creators of Business Audio Theatre

- Pioneered highly acclaimed 1st example of Business Audio Theatre
- **Experienced management of** all elements of Business Audio Theatre



#### Any company that works intentionally on their culture will like this product for on-boarding.

-Bill Higgs, Host, Culture Code Champions Podcast

-Robert Reiss, Forbes Magazine Columnist





#### **TRANSFORMATIONAL!** Tremendous potential for **CEO's to tell their story in a new way!**

## How We Do It – Flow Summary

Interview

discovery, resources, duration, enhancements Proposal

project proposal, timeline, milestones, budget

Deliverables 

first pass, adjustments, final pass, final approval Post-Production ←

sound editing, sound effects, musical scoring, sound mixing

\* Remote production CDC compliant

Copyright 2019 Footnotes Press, LLC



#### Pre-Production

story/script adaptation, character identification, auditions, casting, rehearsals



narrator, supporting roles, intros/outros/inserts

## Your Business Audio Theatre Experts



### Michael Houlihan & Bonnie Harvey

Business Audio Theatre audiobook producers; business leaders; workplace culture experts; Barefoot Wine Founders and New York Times Bestselling authors of The Barefoot Spirit and The Entrepreneurial Culture; Finalists 2020 Audie Award for Best Business Audio Book

### **Rick Kushman**

New York Times bestselling author of **The Barefoot Spirit**, and A Movable Thirst; Capital Public Radio commentator and podcaster; Sacramento Bee columnist; executive communications expert; Stanford University Master in Journalism; specializing in demonstrating business principles through story and converting business story to text



## **Your Business Audio Theatre Experts**



#### **Matt Weinglass**

Founder of Sherwood Players Productions; Producer and Director of the 1st Business Audio **Theatre audiobook**; Expert at all unique production details including converting text to audio script, identifying and engaging talent, overseeing all studio operations including sound recordings, editing, musical scoring and sound effects.

Top Communications Expert, specializing in social marketing and the latest techniques to engage your audience; bestselling author; speaker; podcast host; 4-time TEDx Alumni

Copyright 2019 Footnotes Press, LLC



#### **Ryan Foland**



Sook/rib

THE LEADING SOURCE FOR BOOK NEWS & REVIEWS



The lessons were made indelibly memorable through the theater of the mind that is audio.

66

-Cynthia Conrad, Audio Book Critic, BookTrib

A great way of preserving a legacy!

-Randy Gage, Host, Power Prosperity Podcast







Business audio theatre brings the story to life to educate and engage employees, suppliers, and customers.

-Ben Biddick, Host, Get Up Nation Podcast



### **BUSINESS AUDIO THEATRE**

#### Keep Your Legacy Alive with 3-D Audio



Audio Publishers Association

Your Ticket to Reduced Turnover & Increased Engagement

**SAMPLES (NYT's Bestseller, The Barefoot Spirit)** 

707-887-8787

: www.BusinessAudioTheatre.com