



# StorySelling: Hollywood Secrets Revealed: How to Sell Without Selling by Telling Your Brand Story

*Nick Nanton, J. W. Dicks*

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A *Wall Street Journal* best seller from the award-winning narrator of *The 4-Hour Workweek*.

*The Avengers* was 2012's number-one worldwide box office winner - but did you know the seeds of this blockbuster movie's success were actually planted 50 years earlier? You'll find out how in *StorySelling: Hollywood Secrets Revealed*, when Emmy-winner Nick Nanton and J. W. Dicks, authors of the best-selling *Celebrity Branding You*, expose why *StorySelling* is the most powerful method of persuasion known to man - and how any entrepreneur or business owner can put it to work to create their own blockbuster success! From the science behind why stories are essential to the human mind, to the secrets behind the story elements that are irresistible to an audience, Nanton and Dicks uncover what made the greatest *StorySelling* campaigns of all time and show you how to use those very same ingredients to create your own marketing juggernaut. Inside this practical, heavily researched, and entertaining how-to guide are the principles Hollywood uses to build its billion-dollar franchises. *StorySelling: Hollywood Secrets Revealed* is truly your ticket to awesome business success.

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