

***BUILD YOUR PLATFORM
USING STORY TELLING CROSSOVER TIPS***



FILMMAKER - SPEAKER - AUTHOR

HENNESSY



Speaking Reel is Crucial

FILMMAKER - SPEAKER - AUTHOR

HENNESSY





HOW TO BUILD YOUR

PLATFORM SHOES

FILMMAKER - SPEAKER - AUTHOR

HENNESSY



HOW TO MAKE PLATFORM SHOES PART 1

Close your eyes, hold your breath, and go for it



Today's Lunch Special

A Platform Peanutbutter-Marshmallow Sandwich Shoe





CREATE YOUR WRITER PLATFORM

- How many tried but had no idea where to start?
- How many tried but have had little traction?

Leaving Brooklyn

How many said

Fuhgeddaboudit

Eric Adams
Borough President

Bill de Blasio
Mayor

Platform building tip #1

Create your platform by

- **Schpeaking**
- **Adds value to your Author resume**
 - **Build your email list**
 - **Build your speaking reel**
 - **Sell books/products**
 - **Make contacts**
- **Speaking (Performing) is an uplifting confidence booster**

TURN YOUR LIFE STORY INTO
A MONEY-MAKING SPEAKING CAREER

THE MESSAGE OF YOU

"Judy Carter is not just funny,
she also knows how to help others find their
authentic message and communicate it
in a way that makes audiences laugh."

—LILY TOMLIN

JUDY CARTER
BESTSELLING AUTHOR OF *THE COMEDY BIBLE*



INT'L SALES CONFERENCE

LUMASENSE
TECHNOLOGIES

ANNOUNCING THE NEW LUMASENSE



CHRIS HENNESSY'S OPENING STAND-UP



Start building your platform

- Social Media
- Media appearances and interviews
 - Speaking
 - Podcast
- Website – Newsletter - email list
- Don't think of your entire platform
 - Build one piece at a time
- **Be consistent** 30 times = habit



Social Media

- Be consistent on 1-2 (Facebook, IG)
 - Be your real, authentic self
 - Engage with other's posts
 - Facebook Groups
- Use video or photos when posting
write clever, comical, attention-grabbing text
- Look everywhere for photo-video Opportunities
 - linktr.ee
 - Be consistent!





If a statue
can reach
for the stars,
Imagine what you
can do 💪

THE THREE STOOGES



Larry

Moe

Schemp



Best Daughter
Ever

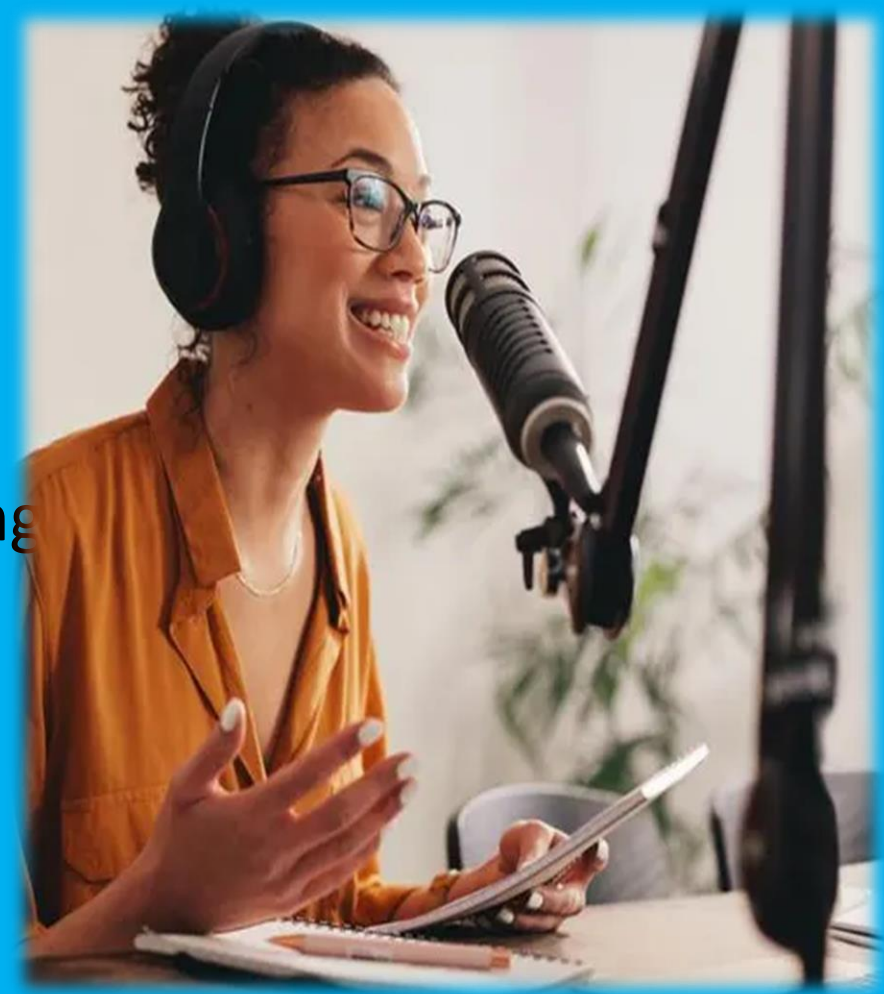
Best Dog
Ever



when you've been over
the rainbow 🌈
you never really return

Podcasts

- 100 million podcast listeners in the U.S. (2023)
- Spotify and Apple are two of the largest streaming services
 - Podcast communities help you grow = networking
- Three-month season, then repeat episodes
 - Audiobook listeners dig p-casts
- Improved Technology has led to user-friendly, inexpensive equipment



Blog is a funny name

- Companies with a blog get 50% more visitors to their website
 - WordPress is king
 - Tumblr, blogger, Squarespace
 - Sharable features are key
- More detailed, longer posts = better rank for Google & multiple related keywords



Newsletter - email list - website

- should reflect who you are and what you do
 - How often?
 - How to build your email list
 - Mailchimp
- Substack provides publishing, payment, analytics, and design infrastructure to support subscription newsletters. recommendations, referrals, and a robust growth network

Newsletter - email list - website

- Start with a strong opener. Capture your reader's attention immediately and keep them scrolling.
- Keep your sentences clear and concise. Use simple language and short sentences.
 - Drive traffic to your website with a call to action (CTA)
- Prompt subscribers to read more or buy on your website with a CTA button.
- Use skimmable formatting. Break up long chunks of text using headers and eye-catching graphics
 - Add personalization where possible
i.e. a memorable sign-off

Promote yourself via Media Appearances

- Get published in newspapers, misc. publications (Articles), TV news
- Newsworthy- what you're doing in your community, book signing, local-interesting angle (what you can offer, why should they care)
- the media has paid attention to My real-life battles and distinctive story-telling
- Seek local events to participate
- You must reach out to the media They won't reach out to you
- Write and submit a well-written, unique article (It saves them much time). or press release. Include photos
- Do your homework, find the right contact (call and ask)
- Stop by and introduce yourself
- Use published articles and TV news segments in your promotion

Local cable show takes regional award

Thursday April 7, 2022

By: Special to The Enterprise

Local TV producer and filmmaker Chris Hennessy, and 12-year-old daughter Hannah walked the red carpet at the recent 2022 ACM Western Region Conference and WAVE Cable TV Awards Ceremony, where an episode from Hennessy's "Yolo YoYo's" cable television show (The season 2 finale) won Best Narrative Episode 2022. Fifty-five cable TV stations are included in the western region.

"Accepting the award with Hannah at my side was the thrill of a lifetime," Hennessy said.

"I developed the show to spend time with her. I envisioned Hannah, her friends and I out in the community, improv-acting, meeting neat folks and performing in front of the camera. I knew it would be a confidence building and life-enriching experience."

The event took place Friday, April 1, at the Holiday Inn San Jose – Silicon Valley.

The award winning "The Stage; Following our Wildest Dreams!" features the Yolo YoYo's girls (ages 7-12) and their mission; Bring live entertainment back to the lonely stage, which hadn't been performed upon for a very long time.

Written, produced and directed by Hennessy, the program was filmed at the Historic

Land Opera House, March 12, 2021



Chris Hennessy, left, and daughter Hannah accept their 2022 WAVE Award for their TV show, "Yolo YoYo's" on April 1 in San Jose. Courtesy photo

Yolo YoYo's

Good Day Sacramento

Why incorporate short videos into your writing projects?

- Promote your book before, during, and after writing to create buzz
 - Makes you a better storyteller
-
- doesn't have to be book-related
 - Promote Yourself & your writing services
 - Get known!
 - Clever out-of-the-box videos



What to film - when to post?

There are endless opportunities
Be the storyteller you are, BE You!

- Improv or planned
- (Pre-production, production, post-production)
- Unique information, point-of-view, and humor
- Video title, thumbnail, text description
- Short is better
- Immediately grab their attention
 - keeps them watching = gets your messages across
- book trailer and promo's
- speeches/presentations
- kids, pets
- on-the-streets
- Interviews
- misc. community Events



Two ways to produce film/video

1. Farm it out

2. Produce the film yourself



**I dedicate
these awards
to my best bud Piper**

Produce the film yourself

- With today's technology, it doesn't have to be high-end professional equip
- iPhone/iMovie/TikTok/do it yourself
- highly professionally produced can be a detriment



1987 Hennessy buys VHS-C camcorder

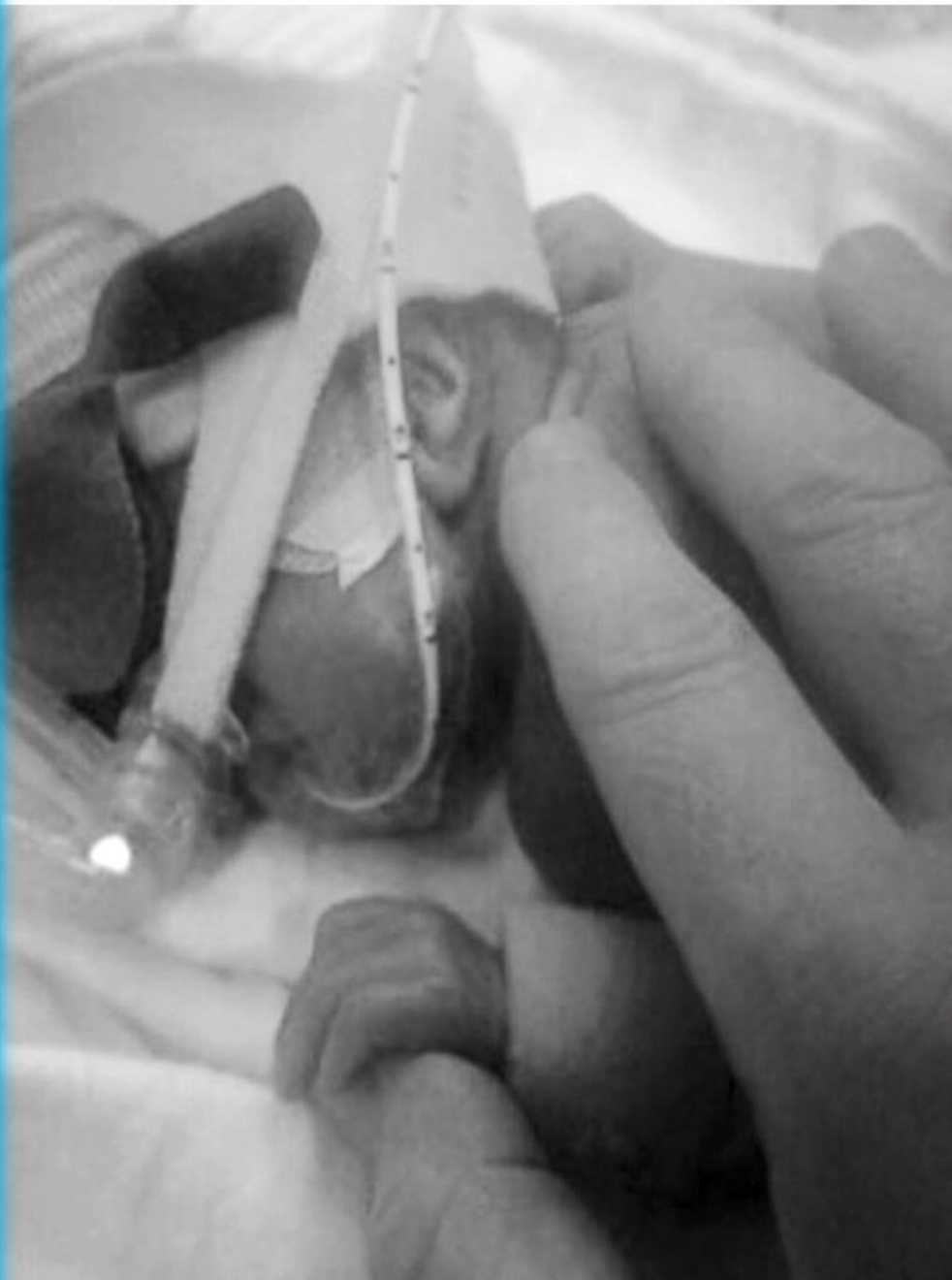
to film his toddlers

- 1990 quits job
- Expensive, Bulky Equipment
 - S-VHS camcorder

*"I felt inferior. Most attended film school
And had better equipment."*

- 300 gigs under my belt
- 1992 Gerri Walsh calls
- Filmed Bill's 60th then,
son's wedding, 49er parties
- Led to 1500+ professional film gigs,
 - Google, OfficeMax, eBay, etc.
 - In the trenches
 - storyteller/producer





A man with cancer. His 1 lb. newborn.
And their fight for life.

CURRENTLY IN EDITING

TOUCHED BY HANNAH

Read the full story, chapter by chapter.

HENCHRIS.COM

LINKTR.EE/HENCHRIS

Miracles on COLLEGEEST VIDEO



A man with cancer. His 1 lb. newborn.
And their fight for life.

West Coast Region
cable TV Finalist



A TOUCHING TRIBUTE TO THE POWER OF
MIRACLES... AND LOVE...

'Miracles on College St.' Daddy & Daughter Tread on Deathbeds

[Overview](#)
[Credits](#)
[Specifications](#)

Telling stories on video is much like writing



'Miracles on College St.' Daddy & Daughter Tread on Deathbeds, is a short documentary film about a man with cancer (Hennessy). His 1 lb. newborn (Hannah). And their fight for life.

Hennessy's film was West Coast runner-up finalist at Western Region WAVE cable TV awards, 2022 'Miracles,' a promotional/trailer film for Chris' upcoming memoir book, 'Touched by Hannah,' also took a 'Film Heals' award at the 2022 Manhattan Film Festival, New York City.

Heals is awarded to filmmakers who use the power of film to promote peace, humanity and inspiration.

Miracles was also a top-five finalist documentary at Manhattan.

In June of 2009 Chris Hennessy was diagnosed with aggressive prostate cancer. On August 3, 2009 he endured radical prostatectomy cancer surgery at Stanford Hospital.

Still battling surgery side-effects, including life-threatening DVT blood clots, Chris' daughter Hannah was born September 1, 2009, in San Jose CA. Hannah's due date was December 7, 2009. She weighed 1 lb. 9 oz. with only a 50% chance of survival.

The doctors initially said they got all Chris' cancer, the pathology report was clear. However, subsequent blood tests revealed the cancer was still there.

For months Hannah and Chris simultaneously fought for their lives. Chris, nauseous and ill from daily radiation treatments, was still there at Hannah's incubator late into every night, long after the other parents had left.

Chris and his wife Betsy wondered if they'd ever be able to bring Hannah home. Even if they did, the doctor said the odds were very much against Hannah having a normal, healthy life.

Farm it out

- Trade your writing services with a competent professional videographer
 - Look for high-caliber
 - really wants your services
 - excited about your project
- No \$\$ out of your pocket
- Your writing skills are valuable
- Videographers need writers for their websites, Film Freeway, Social Media, GoFundMe, press release, promotion and marketing, etc.



- **Many post their video once**

not taking full advantage of endless FREE marketing & promotion opportunities

- When your video is done, there are MANY FREE posting options
- Website, Facebook (your wall and groups), IG, LinkedIn, YouTube, Access Cable TV, newsletter, PowerPoint, blogs
 - Post-multiple-times

Motivate yourself
to create and perform at your best!
Successful people start and then finish

- Attend EGWG and CWC meetings in person
- relationships are key
- read at open mics (Hann response at M-mill)
- see live music
- Swim at the beach, play in the sand
- Drive through the infinity farmlands (my Yuba City adventure)
- Long walks and runs get my creative juices flowing
- Listen to music, write poems, take the meds, smoke a joint, have a glass of wine
or a dark roast coffee
- Being proud of and recognizing your accomplishments
leads to more achievements





“Instead of sitting around worrying, I’m busy achieving my potential and having a blast.”

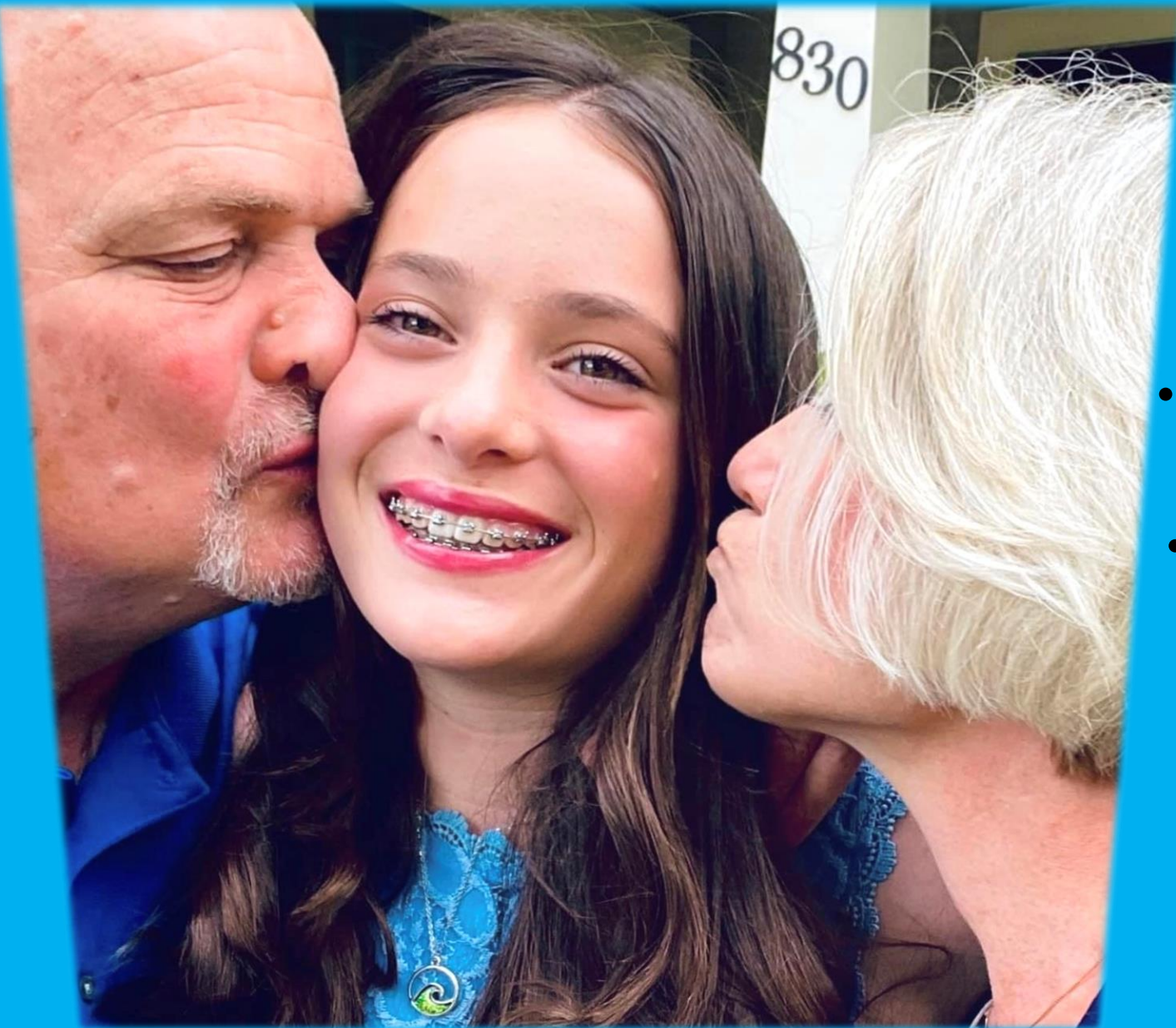
Chris Hennessy

- Prostate Cancer in lungs-spine
- Pulmonary Embolisms
- High-risk drugs with harsh side effects
- 1000 needles in the belly in the last 12 months

FIREWALKER

#TonyRobbinsUPW





Call to action

Now, do something!

- Write down how you will get motivated
- Post on social media every other day for two weeks
- Write a rough draft script for One short film to produce
 - *WHERE WILL YOU POST?*
 - *HOW WILL YOU DESCRIBE THE VIDEO?*
 - *Think of thumbnail*

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