

# Boom Productions

*by John M. Hannon*

2009-05-21 version

WGA Registration Number \_\_\_\_\_

## SIDE FOR AUDITIONS

Jose (M22) Hispanic -  
Jennifer (F22) Caucasian -  
Ezra (M 22) African American -  
Jake (M 23) Caucasian -  
Susan (F 22) Asian -  
Maria (F 23) Caucasian -  
Professor (M 45) Caucasian -  
David Phillips (M 45) Caucasian -  
Hannah Phillips (F 44) Caucasian -  
Client 1 (F 40) Caucasian -  
Client 2 (M 55) Asian -  
Keith Carney (M 40) Caucasian -  
Danielle Miller (F 35) Caucasian -  
Angel 1 (M 65) Caucasian -  
Angel 2 (M 40) Indian -  
Founder A (F 23) Asian -  
Founder B (F 22) Caucasian -  
Founder C (M 22) Irish -  
Suitor (M 40) Italian -  
Class of 12 (M/F 22) -  
VC Group of 12 (M/F 40) -

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SUPER: CUSTOMERS

INT. APARTMENT KITCHEN - DAY

We see JAKE opening the refrigerator.

JAKE

You mind if I grab some food, I didn't get to the store today.

SUSAN

You used that excuse last time you were her.

JAKE

Oh yeah, ummm I was too busy to stop at the cafeteria today.

SUSAN

Help yourself. There's some turkey in the bottom bin.

JAKE

Thanks. I owe you.

We see Susan walk into the living room.

SUSAN

Jake will be out in a minute. What are you guys thinking?

We see Ezra and Maria look up from their laptops.

MARIA

We should probably divide this customer research up.

EZRA

We're thinking about four tactics. First, internet research. Second, emails to companies. Third, phone calls. Fourth, company visits.

SUSAN

Sounds like a plan. Let's generate lists of potential customers.

We see Jake enter the room eating a sandwich.

JAKE

I'll visit the beer companies. I'm sure I could bum some free samples off of them.

MARIA

I don't think we're interested in starting with beer companies. We don't want to get a reputation for being the kids who drive the world's best party bus.

JAKE

We'll be missing out on some jobs, and revenue.

MARIA

That's one of the many tough decisions we have to make. I think we should build our company off of name brands. There's a lot more of them out there. What do the rest of you think.

SUSAN

Agreed.

EZRA

I agree, for now at least.

JAKE

All right. I'll go see the people at Depends then!

EZRA

Actually, I was thinking Maria and I could go on the client visits for now and you guys could pound away on the other types of research.

SUSAN

That's fine. As long as I get a chance to go on some visits eventually.

EZRA

For sure, we should all experience every part of starting this company.

JAKE

So how should we proceed?

EZRA

How bout if you and Susan come up with a list of 50 potential customers.

JAKE

Shouldn't be a problem. We could go after Croc's, Facebook, Hammer jeans, ...

EZRA

Then, we're gonna need contact information for each company. Ideally the VP of Marketing or something like that. Get their phone numbers and emails, too.

SUSAN

We can put all this in a massive spreadsheet.

EZRA

Then you two start sending emails and making follow up calls.

JAKE

We can handle that.

EZRA

You'll need a good system to keep track of who you called when, and what they said. Sort of a CRM - you know, Customer Relationship Manager system - like the one we learned about in Marketing class. Except ours will have to be on the cheap for now.

SUSAN

Should we hit them with a survey right then?

EZRA

No. Just ask them those five questions we came up with. Keep it short. And be sure to keep notes.

JAKE

No prob.

EZRA

But the real objective of your call is to make the first sale.

SUSAN

First sale?

EZRA

Yeah, the first sale is getting an appointment. I've read that getting an appointment is the number one key to sales success.

SUSAN

Interesting. So what, we make the appointment and you guys go out and make the pitch.

EZRA

Yep. Let's see how that works.

JAKE

Let's get to work.

We see Jake go over to his computer and start typing away.

INT. TOY COMPANY OFFICE - DAY

We see Maria and Ezra in an office with CLIENT 1, a thirty something female toy company marketing executive.

CLIENT 1

So you're saying you guys get the bus ready, you send us video and pictures for final approval, and you get it where we want it when we want it there.

EZRA

Correct.

CLIENT 1

All for a set fee.

EZRA

Yes.

CLIENT 1

What do we have to worry about?

MARIA

Not much. We just need your designs to us a month ahead of time and your product to us a week before we're supposed to go out on the road.

CLIENT 1

I like the idea. What if we want to add on a few months if we like the way things are going?

MARIA

We can make that happen. Given the positive feedback we've gotten, we're looking to go from one to three units within the next twelve months.

CLIENT 1

I've got your DVD and paperwork. I am going to talk this over with our CEO when he gets back from China next week.

EZRA

That sounds great. Our calendar on Unit 1 is filling up pretty fast. Please stay in touch.

CLIENT 1

I will. I wish you guys all the best. You've got a lot of courage to try to start your own company. I'll do what I can to help.

MARIA

Thank you. Thank you very much.

We see Ezra and Maria get up and leave Client 1's office.

INT. ENERGY DRINK COMPANY OFFICE - DAY

We see Ezra and Maria with CLIENT 2, a forty something male sports drink marketing executive.

CLIENT 2

We've tried billboards, YouTube campaigns, and lots of other guerilla marketing campaigns, how is yours different?

MARIA

Our intent is to provide you with the most professional and first-class mobile marketing stage in the country.

CLIENT 2

Well, how are we going to know we're getting a payback from the investment we'll make?

MARIA

Although that's difficult to measure directly, we won't just hand out free samples and watch your customers walk away. First of all, we'll work to generate on the spot sales for your product.

(beat)

So your investment in the unit might actually pay off right then and there.

CLIENT 2

How about your employees? They'll be representing us. How can we be sure you'll hire good people?

EZRA

We have a rigid hiring process. We factor in grades, extracurricular activities, and previous work experience. We will fire employees on the spot if they violate company policy. Nothing but the best.

MARIA

Plus, we are going to staff our units for the first year.

CLIENT 2

You guys?

MARIA

Yes, the four founders.

CLIENT 2

What about exclusivity, are you ever gonna represent other energy drinks?

EZRA

We have a clause in our contract that insures that no other energy drinks will be permitted to hire us for the duration of our partnership.

CLIENT 2

We can't go out and check up on you all across the country. How will we know you are doing what you promised?

MARIA

Good question. We'll send you a live video feed over the internet. You can literally check in on the unit from a computer or your iPhone 24/7.

CLIENT 2

Man, technology is amazing these days, isn't it?

EZRA

We'll also give you real time access to visitor statistics: guests, sales, contact information acquired, and so on.

MARIA

We also provide you with a GPS device so that you can see where the unit is at any given second, even if we're rollin down the highway.

CLIENT 2

You guys have thought of everything.

MARIA

Thank you. We've tried, but there will still probably be a few bugs to work out.

CLIENT 2

I like what I see guys. I tried to get our President to invest in a bus like this a few years ago, but he didn't want to sink the cash into it. Plus, we weren't sure we could need it twelve months a year. This makes perfect sense though.

EZRA

For sure.

CLIENT 2

If it was up to me, I'd sign up right this second so we could get more visibility at the championship game next month. Let me run it by our President - maybe we can still make it happen. Is the Unit reserved yet for next month?

EZRA

Do you mind if I make a quick call?

CLIENT 2

No. Fine.

We see Ezra dialing on his cell.

EZRA

Jake, this is Ezra.

JAKE (O.S.)

How you doin man?

EZRA

Is Unit 1 reserved for next month?

JAKE (O.S.)

We don't even have Unit 1 yet.

EZRA

Not yet. Good. When are they supposed to get back to you?

JAKE

Who?

EZRA

By the end of the week. OK, I'll let our client here know that there is some urgency. See you later.

We see Ezra close the phone.

CLIENT 2

I'll be back in touch by Wednesday. Thursday at the latest.

EZRA

Sounds good. Thanks for your time.

MARIA

Nice to meet you