

# Hot Sax.

*The quintessential marketing professional, Robert Sax has delivered powerful results for an impressive list of nationally-known clients whose industries range from real estate to high technology. With a career that began in the film industry – where Story is everything – nobody is better able to sell your story than Robert Sax.*

## On Story-selling:

“ When marketing fails, it usually does so right from the start. Very often, it’s because the foundation of the marketing strategy, which is the *Story*, is weak or missing altogether. The *Story* is the distillation of everything a product or service offers that sets it apart from the competition.

It’s the one-sentence message, written from the buyer’s point of view, that’s believable, compelling and, of course, simple. It’s the message, in fact, even more

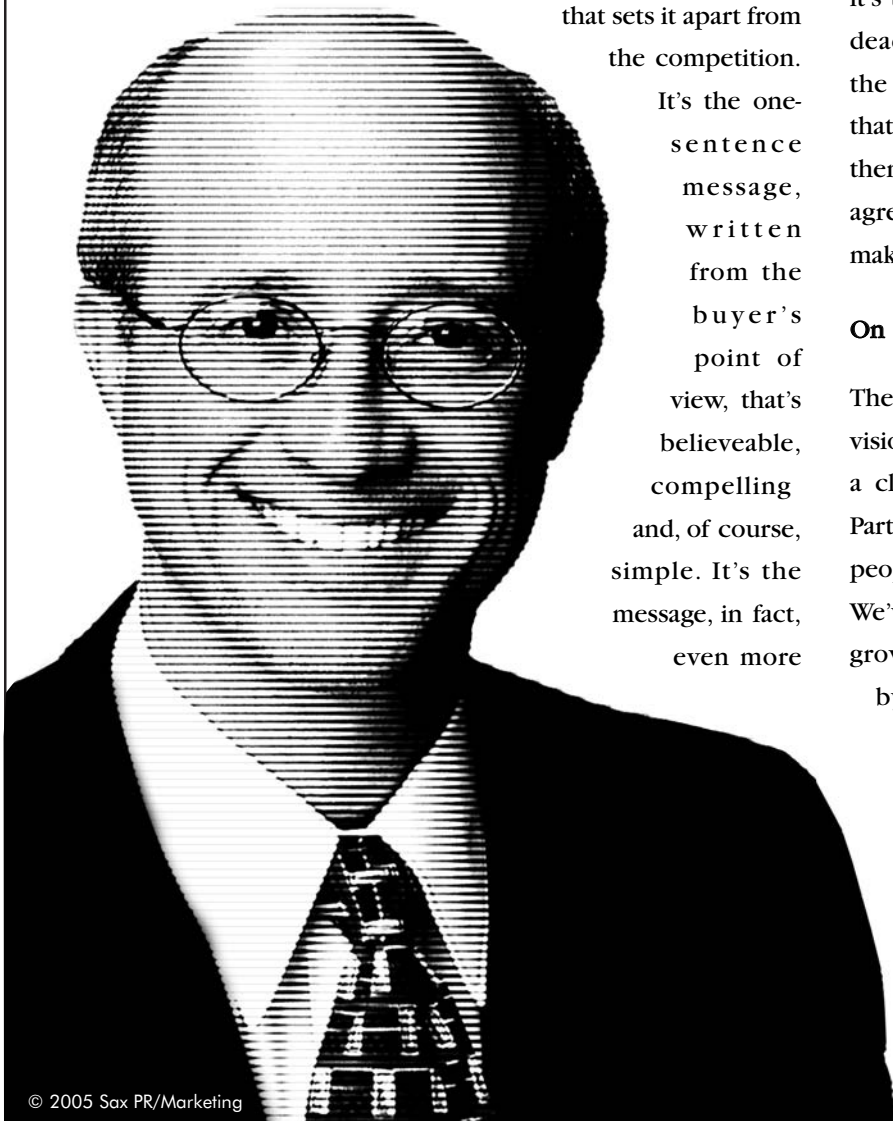
than the product itself, that the audience is buying. This is what I mean by *Story*. Great marketing is simply effective story-selling.

## On Pain:

Everybody feels some pain. It could be the pain of not feeling sexy enough. Or perhaps it’s the pain of potentially blowing a critical deadline. Story-selling is about identifying the particular pain the customer is feeling that is relieved best by your product. Get them to feel their pain, get them nodding in agreement, and you’re well on the way to making a successful sale.

## On Growing a Business:

The two essential ingredients in growth are vision and partnership. Vision is about having a clear picture of where you want to be. Partnership is about your ability to find the people who can best help you get there. We’ve been gratified to play a vital role in the growth of our clients for nearly a decade by sharing their vision and selling their stories. Consider all the advantages of our doing the same for you. ”



## Sax PR/Marketing

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