



Educational Tools™ www.BizBoxSeries.com
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$$B=CA_{\infty}$$

Hancock's Law

Buzz = Controversy multiplied by the Audience to the Infinite degree.

Hancock's Law is the keystone concept to a successful career in the entertainment industry. Buzz in the biz equals the entertainer's Controversy multiplied by the Audience to the Infinite degree. Legal rights, like copyrights and trademarks and contracts, protect the owner's rights to ownership of his/her intellectual property (IP). Examples of IP are songs, scripts, films, books, and such.

The business agreements you make to advance your career will be protected by the legal agreements known as contracts. However, the most important aspect of your career is based purely on the laws of marketing. Money in this business comes from *OPP, Other People's Pockets*. You should realize right from this page forward you must craft your company's product to REACH a PAYING audience. Therefore, read each page keeping in mind what Controversy you will be exploiting to your audience to create the Buzz that will attract your audience *time after time, and still time again*.

'Am I black or white, am I straight or gay. Controversy.'
Prince. Controversy, the Title song from the Controversy Album

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