

# Investing

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## Marketing Gimmicks

### 1. Direct Marketing Bonanza

Any single person can identify with the anguish of a broken heart, so dating services and singles clubs offer tremendous, untapped marketing potential for *The Edo & The Idiot*.

### 2. Ego of the Month

Just as *Love Letters* became a smashing success by alternating its star-studded cast each week, a different celebrity could play the dynamic and captivating role of the “Male Ego.”

Many actors prefer the stage, but their film schedules don't allow them enough time to commit to a full theater run. However, a month of their time is extremely feasible.

Imagine Jim Carrey dazzling the audience one month, then George Clooney the next. Follow-up the zaniness of Adam Sandler with the sheer dramatic force of Jack Nicholson. The possibilities are endless.