

Cathryn
Michon

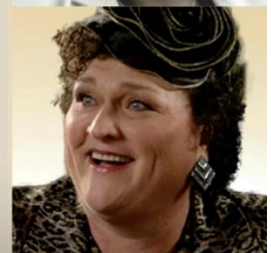
David
Arquette

Marissa
Jaret Winokur

Melissa
Peterman

MUFFIN TOP

A Love Story



LOVE HURTS, CAKE HELPS

Maria
Bamford

Haylie
Duff

Retta

Diedrich
Bader

Dot Marie
Jones

Markie
Post

Contents

Welcome Message from Director Cathryn Michon	3
Amazon.....	4
Google+	5
IMDb.....	6
iTunes.....	7
Rotten Tomatoes	8



Welcome Message from Director Cathryn Michon

DEAR KIND PERSON WHOM I AM HOPING WILL RATE MUFFIN TOP ONLINE,

I'm asking everyone I've ever met or known to take five minutes of your time to rate our film *Muffin Top* on iTunes, Amazon, Rotten Tomatoes and IMDb.

It's not an idle ask, and in fact, it is absolutely key to not only helping the little indie that could, *Muffin Top*, as a movie, but also helping our movie-ment to literally change the way that Hollywood does business. Believe me, that will happen.

Hollywood doesn't like social media, because they can't control it. They want to control their consumer. They want to know that if they spend x million dollars on putting posters on the sides of busses, x number of people will go see their movies, no matter how bad they are or how they exclude the 52% of their customers who are women. I'll note they also exclude a huge portion of the 48% of their customers (men) who happen to think women are interesting and that their stories matter.

I love social media, because it's real. It turns out, that people are becoming immune to advertising. Real people care more about what other real people think of entertainment than they do about ads. So though we have no ad budget, we have a fantastic movie that is, in the word of my local coffee shop guy, "actually funny!" Moreover, it's also got an important and empowering message for women and girls everywhere. Love yourself now, not five pounds from now.

So if you will take five minutes to write these ratings as Mindy has instructed you in this PDF, you will literally be changing film history. It's honestly not about what you say. To your real friends in your real life, it's about what you say. On these websites, it's not a book report, you can literally write a text message, ""LOL Loved this!" It's about us being able to accumulate those stars. Lots of ratings, at the highest star level each site allows. On IMDb, it's ten stars, on the other sites it's five. The more of them we get, the more real viewers will take our film seriously.

This can only happen with your help and I'm beyond grateful if you will take this final step to get the word out about OUR movie. This is how change happens. A lot of people coming together, doing a small thing that becomes a big thing.

Thank you,

Cathryn

Amazon

Amazon.com currently sells the digital download (Video on Demand) of *Muffin Top* in both HD (high definition) as well as SD (standard definition) or you can rent either the HD or SD versions to watch once. Eventually, Amazon will sell the DVD.



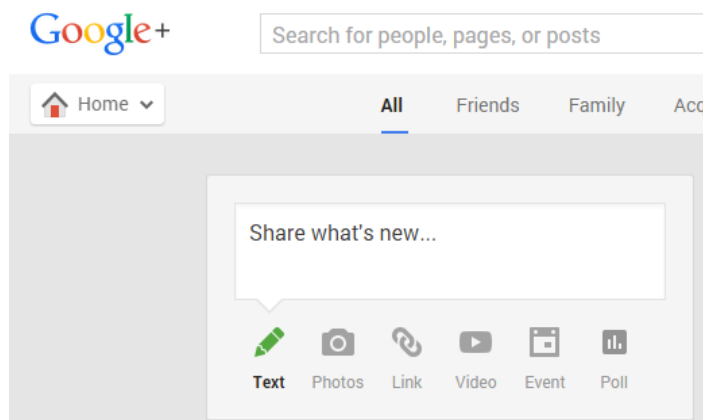
1. Navigate to the *Muffin Top* product review page at: <http://www.amazon.com/product-reviews/B00PA185YC/>.
2. Click the number of stars, 1 through 5, to indicate your rating. **Note:** You must be logged in to your Amazon account to rate and review the movie.
3. Click **Create your own review** to write a review. It doesn't have to be a dissertation, just a sentence or two, although if you feel like describing every single thing you adored about the movie, go for it!



Google+

Discuss your thoughts and feelings about the movie, link to a local showing, share the trailer or photos of yourself and your besties watching the movie on Google+. **Note:** You must have a Google+ account to be able to follow the steps below.

1. Navigate to your Google+ page.



2. Do one or more of the following:
 - a. Click **Text** and then share your review of *Muffin Top*.
 - b. Click **Photos** and share photos of yourself and your BFFs either at the theatre or while watching the Video on Demand.
 - c. Click **Link** to share the *Muffin Top* movie's website at <http://www.muffintopmovie.com/> for information about local showings, Video on Demand channels, and the trailer.
 - d. Click **Video** and then navigate to one of the two *Muffin Top* trailers at <http://youtu.be/YJGPwnoDFiA> or <http://youtu.be/3bZMWGqCUCw>.
 - e. Click **Event** and then add information about your local [TUGG Muffin Top showing](#). Don't forget to invite all your local friends and everyone else in your circles.

By the way, if you're not yet following *Muffin Top* on Google+, why not?

Navigate to <https://plus.google.com/105007916784890239562/posts> and then click **Follow**.



IMDb

1. Navigate to <http://www.imdb.com/title/tt2369600/>.



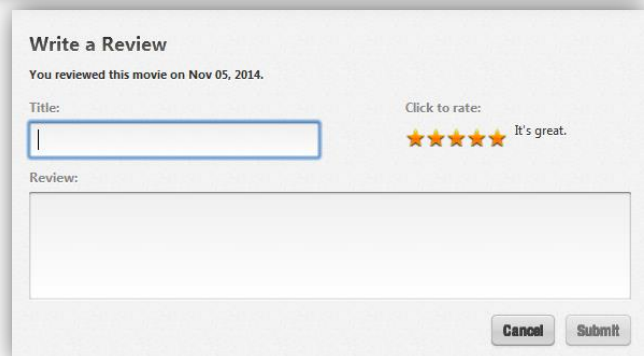
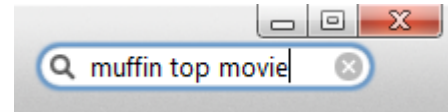
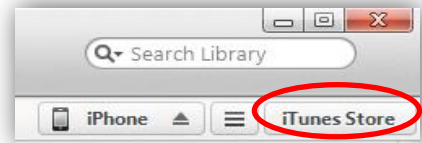
iTunes

Here's how to rate and review *Muffin Top* if you have iTunes installed on your device.

1. Open the iTunes app.
2. Near the upper right corner, click **iTunes Store**. The iTunes Store displays.
3. In the search textbox near the upper right corner, type:

muffin top movie and then press ENTER. The *Muffin Top* poster displays.

4. Click the poster. The *Muffin Top* page displays.
5. Click **Ratings and Reviews**. The Customer Ratings and Customer Reviews page displays.
6. Click the number of stars, 1 through 5, to indicate your rating.
7. If you feel like sharing a review, then click **Write a Review**. The review dialog box displays.
8. Give your review a title, write your review, and then click **Submit**.



Rotten Tomatoes



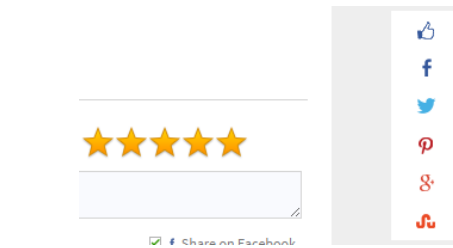
1. Navigate to http://www.rottentomatoes.com/m/muffin_top_a_love_story/.

MUFFIN TOP: A LOVE STORY (2014)

2. Click the number of stars, 1/2-5, to indicate your rating.
3. In the **Add a Review** textbox, say a couple nice things if you want.
4. If you want to share your rating and review on Facebook, then ensure the **Share on Facebook** checkbox is selected; otherwise, clear the checkbox.
5. Click **Post**.

Make a mistake? No problem! Click **Edit**, make your adjustments, and then click **Post**.

Share with your social media networks. With this panel floating to the right of your rating and review, you can like it on Facebook, share in on Facebook, tweet it, pin it, Google+ it, or StumbleUpon it.



Just click the appropriate social media icon for which you already have an account, and follow the prompts in the dialog box that displays.

