MARY PETERS — The Property

One page for producers and financiers: what you are actually buying.

The headline: you are not optioning a children's book. You are optioning a person with her own broadcast network.

The audience already exists. ~11 million followers across platforms (~8M TikTok, ~3M Instagram, @my_aussie_gal), built over ten years, top 10–15 pet account globally — and arguably the #1 dog *training* account, a skill-based niche with far higher brand value than cute-pet content. Individual videos have hit 11M+ likes; a Lil Wayne repost reached 100M views; SportsCenter featured her; Chelsea Clinton and Mark Hamill comment on her posts.

The engagement is the moat. Her engagement rates sit in the top 0.1% of her follower tier, for one reason: in ten years she has never once done a sponsored post. The audience knows nothing about her is for sale — which is precisely what makes the one thing she'd promote wholeheartedly (a film of her own true story) land with full force.

Conversion is proven, not projected. She self-published *I Made a Promise* and announced it only to her 100K-follower secondary account: the 2,000-copy first printing sold out at roughly a 2% purchase conversion — 6–30x typical influencer launch rates. A 6,000-copy second printing followed. The main announcement to the full audience hasn't even happened yet. This is a person who can move her audience to *transact*, not just view.

The story out-runs the brand. Behind the viral dog is the film: a girl in genuine adolescent crisis, an all-or-nothing puppy, a parallel self-rescue, an adult autism diagnosis experienced as relief, a cancer fight crowdfunded by tens of thousands of her followers, and a four-word promise to a dying dog that no screenwriter would dare invent — followed by the real graduation cap that proves she kept it. It is *Remarkably Bright Creatures* demographics with a living, promotable, twenty-something protagonist attached.

What she brings that can't be bought separately: the true-story authenticity that inoculates the film against sentimentality claims; the archive (the real dance, painting, and graduation footage — a credits sequence already shot); the animal-training expertise in-house; and a launch platform of 11 million people with a decade of earned trust. The book is the door. Mary is the house.