



MODULE SIX

“The Art of Natural Storytelling: Adding the *YOU* to Your Copy!”

In this module you will learn:

- How to use storytelling to really bring **FEATURES** and **BENEFITS** to life – *(People automatically put themselves in the story so they’re already ‘testing’ your product when you use the story device);*
- How to **LOWER SALES RESISTANCE** and separate yourself from any other business in your marketplace - *(women buy from those they bond with);*
- How to get **original ideas** for your stories – *(all stories are NOT equal);*
- Tricks to **sharing powerful, relevant stories** that grab her interest - *(there is an art to telling engaging stories that pull her into your copy);*
- My copywriting trick to **infusing personality** in your marketing – *(most copywriters have no idea how to even do this)*





Why Stories Matter

In general, stories:

- 1) **Stories boost credibility.** In order to tell a good story, you had better know your stuff. When your expertise is illustrated in a story you are more believable.
- 2) **Stories spark emotional connection.** We buy from an emotional state of mind, not a logical one. And dry facts seldom get us worked into an emotional lather the way stories do.
- 3) **Stories can explore the pain of a problem.** If you're looking to paint the picture of suffering and agony in order to contrast how you or your service can be the solution, nothing does it better than a juicy story.
- 4) **Stories make the prospect trust you.** Whenever we hear a story, by nature we look for connections to our own lives (after all, it truly IS all about "me"). That relating slashes the timeframe for bonding. And we all do business with those we know, like and trust.
- 5) **Stories bust through sales resistance.** Nobody likes to be sold to. But we don't mind kicking back and listening to (or reading) a story. You're much more likely to keep the prospect's attention by telling a story than hitting her over the head with hype.

Besides the headline, the opening or the hook determines if the rest of your copy gets read. It must be solid. One of my favorite options is 'problem, agitate, solve,' as Dan Kennedy labels it. Basically you get in touch with the most painful problem of your target market, twist the knife to remind her of how much pain she's in, and finally show her the light at the end of the tunnel with YOUR solution. *Sometimes you need to remind the prospect of her pain so she is motivated to seek out the solution.*

Useful things to building a story:

- 1) Reader generally must believe it can happen
- 2) Next reader has to believe you (marketer) can do it
- 3) Finally, reader needs to believe she can do it





According again to Dan Kennedy, a big barrier to sales is low self-esteem on the part of the reader. You must boost her confidence and help her identify with your story so her thought patterns don't get in the way of the connection.





How to Get REALLY GOOD at Storytelling

Here are some ways to hone your storytelling ability...

1. Use plot line formulas you find in short stories and movies

Did you know all stories rely on a handful of the same plots? Whether you're writing a 140 character Twitter note, a 350 word article, or a 150 page screenplay, each story will likely fall under one of the master plot lines. Here are a few examples:

- **Rags to riches** (fat to thin, scared to confident, etc)
- **Apprentice story** (Examples - Napoleon Hill interviewed Dale Carnegie for "*Think and Grow Rich*". Even though Hill wasn't wealthy at the time, Carnegie passed his knowledge on.)
- **Overcome embarrassment to win** (laughed when I sat down at the piano, Charles Atlas and the boy who got sand kicked in his face, etc)
- **Comparison of person using your product and person not** ("*Wall Street Journal*" copy about two young men who are very much alike. "Both had been better than average students, both were personable and both - as young college graduates - were filled with ambitious dreams for the future." They graduate from college at the same time. Then 25 years later and they meet for their 25th college reunion. They were still very much alike. "Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation and were still there." But there was a difference. "One of the men was manager of a small department of that company. The other was the president.")
- **If I can do it, so can you** ("Amazing Secret Discovered By One-Legged Golfer Adds 50 Yards To Your Drives, Eliminates Hooks and Slices ... And Can Slash Up To 10 Strokes Almost Overnight!" John Carlton)
- **Against all odds** (Babe Ruth was signed over to a reformatory and orphanage by his parents at age 7. He was always in trouble but found a mentor at the orphanage who inspired him to play baseball.)

2. All stories are lies.

Even biographies can't tell you every single incident that happened in a person's life. Choices have to be made. Incidents highlighted. A story is simply someone's point of view. In the book "*Fast Fiction*" by Roberta Allen she teaches you to write





super short stories like the kind you need in copy. She says, “First it happens, then I make it happen.” In other words the kernel of a story is true but embellishing it is just good story-telling. Here are some qualities of a good short story which also apply to compelling copy.

- a) Reveal state of mind – before and after using the product
- b) Only talk about one single incident
- c) Defy ordinary reality – overcome odds
- d) Compress time

3. Photo exercise to do once a week

Get a stack of unrelated photos or pictures from a stock photo place (www.fotolia.com or www.comstock.com). Better yet, ask them to send you a catalogue for your resource library. Go someplace quiet, set a timer for 15 minutes, and write a story about that photo. Do that once a week for a year and you’ll improve your story telling and speed of writing dramatically. Plus you’ll have a stack of 52 stories prewritten if you need to pull some copy.

4. Don’t start your story from a blank slate.

- a) Use swipe files (tip to organize swipe...get big ziploc bags and segregate swipe by topics. Then write topic on outside in marker. Before you throw out any magazine or book or newspaper, go through them for swipe material and add it to your collection.)
- b) Comparable copy from other similar businesses. Collect it and read it before you start.
- c) Read other copy that inspires you.

5. Stories don’t start from the beginning. Expert storytelling professor Robert McKee says, “You emphatically do not want to tell a beginning-to-end tale describing how results meet expectations. This is boring and banal. Instead, you want to display the struggle between expectation and reality in all its nastiness.” In other words, good stories need CONFLICT!

6. Have someone interview you about why your product or service came to be. Stories always grab attention...and there is ALWAYS a story behind why a business was created.





Tips from Master Storyteller, Robert McKee

1) Take pains to do your research to have a godlike knowledge about your character and setting. (*In marketing terms, do your research DEEPLY.*)

It's not enough to GUESS what your people want. You must exhaustively research their demographics, lifestyles, needs, wants, issues, etc. Once you understand everything about them as if you were almost in the heavens above watching their every move, the better you're going to know exactly how to write, speak, and connect with them. Digging up your due diligence is the most critical step to take before you write a single word.

2) Write from within the character. (*In marketing terms, write while thinking of the pain you solve for your tarket.*)

You must have an emotional experience WHILE YOU'RE WRITING if you want your prospect to have one while they're reading. The way to get there as a marketer is to know exactly who you're selling to, which is the same person you're relating to across the page. As McKee says, energy (their connection) comes from empathy (your true understanding of where they are and where they want to go). The more you can actually visualize A SINGLE PERSON in detail and know her emotional roadmap, the faster you will build lasting connection. It works every time.

3) A good story isn't just a beginning-to-end tale. It's about showing the difference between expectation and result. (*In marketing terms, good stories aren't predictable, and contrast is okay.*)

To put a master's spin on storytelling is not as hard as you might think. It's really about showing contrast. You don't begin with 'I was born and then x, y, and z happened.' You draw out that timeline and choose a point to begin. Then you tell your story from that point. Like having a time machine, you can jump to the past or the future equally as adept. The key is not necessarily giving your readers what they PREDICT the outcome would be, but putting a spin on the story to keep their interest.



Your She Factor Copywriting Mission!



YOUR STORY

Write the story of WHY you are in business and your 'defining moment' when you knew what you are doing today is what you NEEDED to be doing.