

The Art of Story Selling

Captivate & Convert Customers Through Stories



Course Book

Table of Content

Introduction.....3

Module 1 – Story Selling Starts with a Goal and a Hook.....

 Lesson 1: Start with a Goal.....

 Lesson 2: Find the ‘Hook’ for Your Story.....

Module 2 – Outline the Elements of Your Core Story.....

 Lesson 1: What Makes a Good Story?.....

 Lesson 2: Your Core Story.....

Module 3 - Stories for Every Stage of Your Customer’s Journey.....

 Lesson 1: Mapping Out the Customer Journey.....

 Lesson 2: Variations on Your Core Story - Awareness.....

 Lesson 3: Variations on Your Core Story - Consideration.....

 Lesson 4: Variations on Your Core Story – Decision.....

Module 4 - Where and How to Tell Stories at Each Stage of the Customer Journey.....

 Lesson 1: Stories for Customer Awareness.....

 Lesson 2: Stories for Customer Consideration.....

 Lesson 3: Stories for Customer Decision to Buy.....

Module 5 - Create Your Story Selling Plan.....

Module 6 – Review and Refine.....

Introduction

The earliest humans used stories to convey important information. We are hardwired to remember stories and share them. A bulleted list of facts is soon forgotten, but if you attach a story to it, people can recall information weeks, months, even years later.

Using stories to sell yourself, your brand, or your products or services is a powerful way to connect with customers, make a lasting impression, and motivate them to act. Stories activate our subconscious and trigger certain emotions. Later, the brain will evaluate the content, weighing up the pros and cons of a product, service, idea, or concept – but that initial contact through stories is critical.

But storytelling by itself is not enough.

Storytelling vs. Story Selling

Storytelling can be used to convey important information, to entertain, or to influence. But Story Selling has a clear objective: to inspire your audience to act. These actions differ based on your objective for your story and what stage of the customer journey the reader/viewer is at. It could include clicking on a trial offer, purchasing a product, or signing up for a free trial.

Story Selling is storytelling with a clear objective, a hook that appeals to your target audience, brand consistency, and a strong call-to-action.

Why are Stories So Powerful?

Stories are powerful in the sales process because they:

Establish human connection

Activate emotions & the subconscious

Provide an option to show versus tell

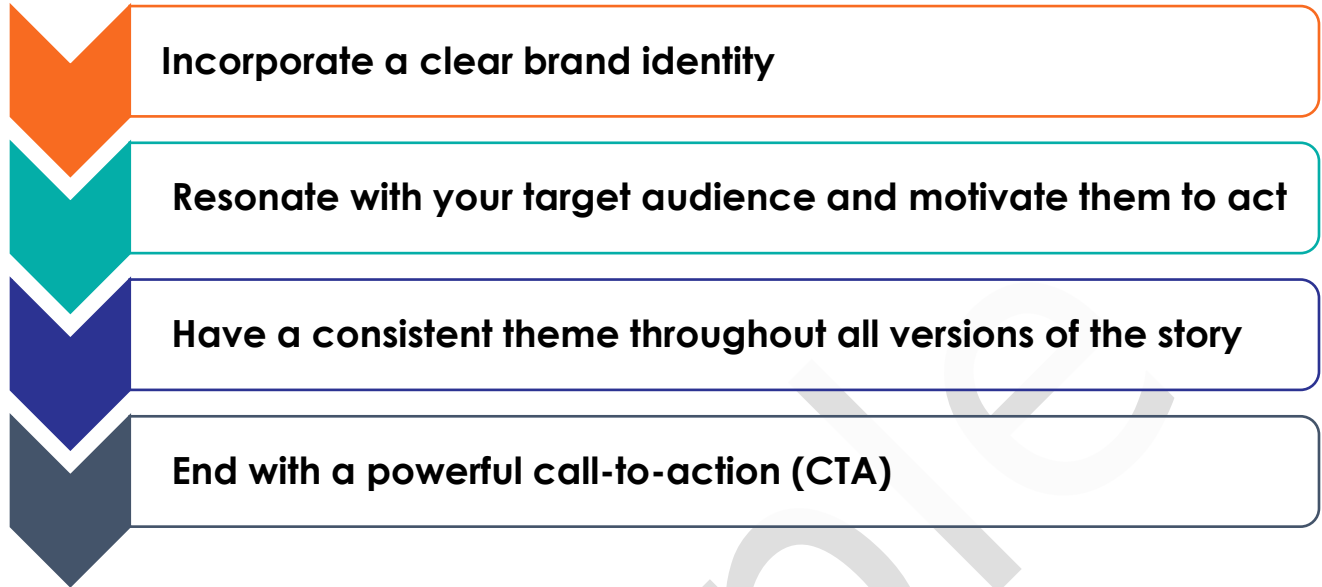
Make the audience more receptive to purchase

Are memorable & shareable

- Establish human connection
- Activate emotions and the subconscious
- Provide an option to show versus tell
- Make the audience more receptive to purchase
- Are memorable and shareable

Why You Need to Incorporate Story Selling into Your Sales Process

Telling a story about your brand, product, or service can boost your bottom line. A good story will include all these elements:



- Incorporate a clear brand identity (even if your story is about a product/service)
- Resonate with your target audience and motivate them to act
- Have a consistent theme throughout all versions of the story
- End with a powerful call-to-action (CTA).

Using stories when selling helps your audience understand who you are, what your product or service is all about, and why they should care.

Build Awareness of Your Brand

Stories are more likely to be read (or viewed or listened to) and shared. They help to build engagement with your audience and prospects, opening the door to future sales.

Boost Brand Loyalty

Stories allow your audience to connect with your brand and product/service. A *Harvard Business Review* study showed that “an emotional connection matters more than customer satisfaction.” If you connect with customers through stories, they will be more receptive to your content and communications, less concerned with price, and more likely to recommend your brand.

Increase Conversions

As you will discover later in the course, Story Selling is a compelling strategy to move people through your sales funnel – and there is a different story format and call-to-action for every stage of the customer journey. Just like an engrossing novel, a good sales story series will keep people invested, curious, and eager to keep reading.

This course will take you step-by-step through the process of creating a core story (and variations on that story) for one specific product or service.

Once you’ve chosen your goal for your sales story, you will then:

Identify your product's UVP & target audience

Use this information to create your sales story 'hook'

Craft your core story - brand identity, a 'hero', & a theme

- Identify your product's unique value proposition and target audience
- Use this information to create your sales story 'hook'
- Craft your core story, which will include a clear brand identity, a 'hero' (your target audience), and a consistent theme.

Then, before you can formulate a call-to-action, you need to dig a bit deeper and map out your customer journey. A call-to-action is not 'one size fits all'. Each stage of the customer journey will require a different CTA. Once you've mapped out the unique customer journey for the product/service you're focusing on, then you can craft stories and CTAs for each stage of the journey.

You will learn about sales story formats that have had proven success ('before & after', testimonial, backstory, etc.) and how to apply these to your core story. You will also learn where and how to tell these stories. With all of this information and groundwork, you will then create, execute, and evaluate your Story Selling plan.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Identify your product's unique value proposition and target audience so you can create your sales story 'hook'
- Develop a core story to build upon throughout your sales process, applying a proven formula and a consistent theme
- Map your customer journey so that you can incorporate stories into each stage, moving your customers from awareness to consideration to their decision to buy your product or service

ATTENTION:

This is only an excerpt from our full course [The Art of Story Selling](#). The full, customizable course contains 7 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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