



ELITE

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Story Telling

Are You Ready to Tell Your Story?

Ready for some magic?

Yes, stories can be magic for your business.

We have seen how the brain is hardwired for stories. How stories help people's brains actually experience your marketing story. How people will spend more for products that have good product stories.

We have discussed writing for your ideal customers; the need for a core message, how to get started with the story skeleton and how to improve the final written stories.

So now what?

Now you have to keep writing. Keep looking for story opportunities to make story the way you think. On one hand, this is easy. The concepts aren't hard to understand and you know why stories should be your go to mode of communication.

The hard part is creating this new habit. Habits are tough things to create and tough things to break. But unless you are willing to create a new story habit, stories will not be magic for you.

They will be like your blog that is gathering dust. Your newsletter that hasn't had a new issue for 3 months. Your Twitter feed with a few sparse tweets and very little love.

It is easy to get started with some new idea, but once

the fun wears off and you get distracted with what life is throwing at you, you abandon it and go back to your old habits.

So today is the day.

Are you going to create a story-based brand? Or are you going back to your old marketing habits? There is no halfway point. As Yoda says: “Do. Or do not. There is no try.” as my mentor “Yoda” would say.

But just as with Jedi Knights there is hard work. There is a learning curve. There is the doing.



Habits are built on motivation + trigger + ability.

Do you have the motivation to take up the challenge to think like a storyteller? Are you ready to be a Story Jedi Knight? Do you have a trigger? Something that will always remind you think in story form, as surely as putting on your sock triggers you to put on your shoe?

Do you have the ability to make this marketing transformation happen?

Only you can provide the motivation and the trigger.

But there is help for the ability.



Storytelling is a learned art.

No one is born a storyteller (despite the rumors). You need to hear stories. You need to try out your own stories. You need to be constantly learning and improving.

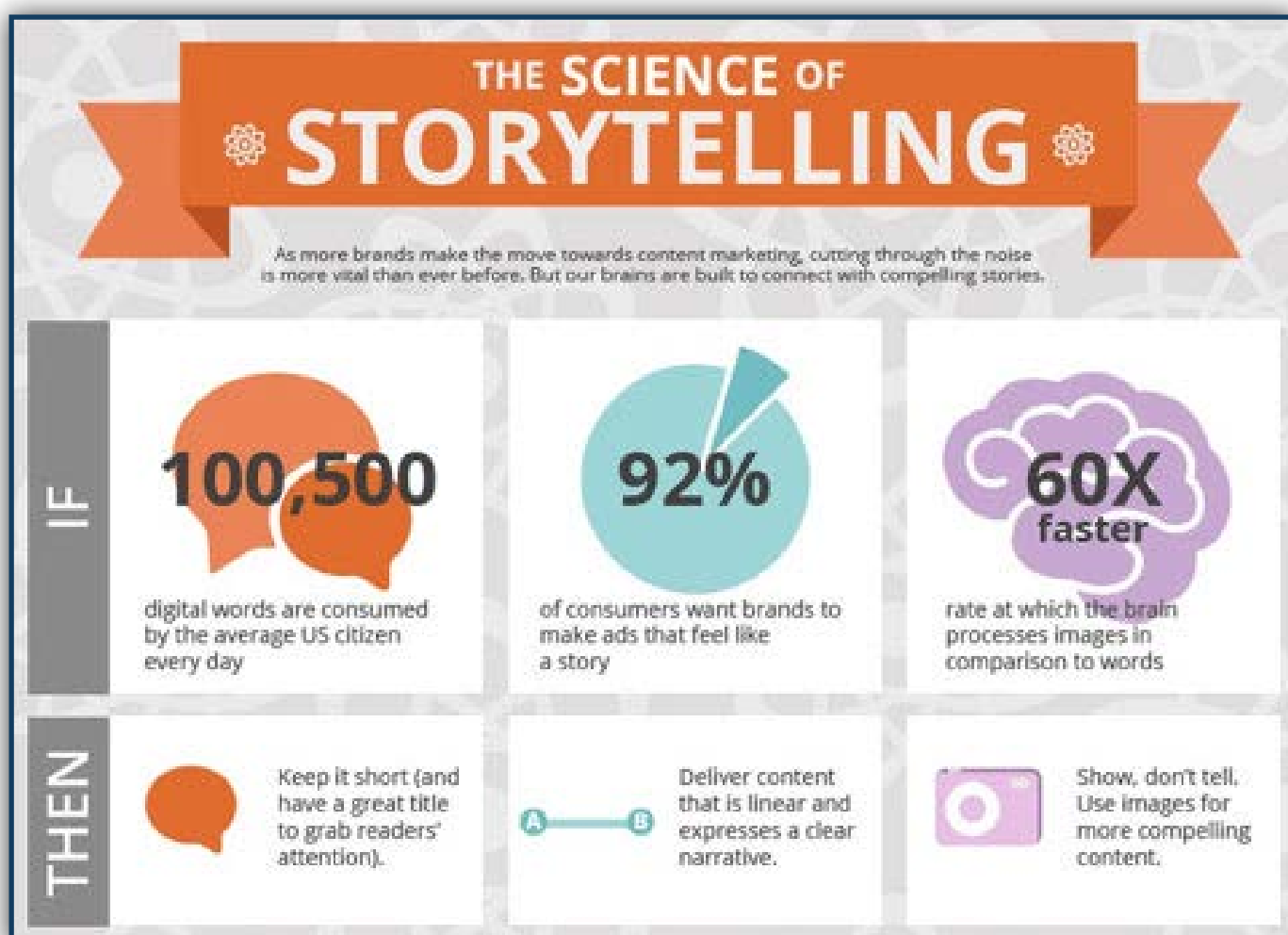
What is the one advantage you have?

You can get started today with a small story. You can start telling your story today. Tomorrow you can make it better. And the next day you can add a second story.

Storytelling isn't something like the violin that you practice 10,000 hours in your bedroom until one day you are ready for the concert stage.

Storytelling is a journey.

A journey you can start on today. You can start with one small step, if you have the motivation.



Basic Story Telling Outline

Intro: Your 1st sentence should have a **KEYWORD** that relates to the audience that you are targeting, and has a hook.

2nd Sentence: Create some empathy that talks specifically to them, or shares something relatable.

3rd: Tell them a reason why they should listen to you.

4th: In the first paragraph we talk about their problems and how we can solve them in short. Often you talk about them in your own experience. Also create empathy by talking about your struggles.

5th: I want to share with you how I got to where I am today.

6th: Transition into your story.

7th: Personal story that “relates to that niche audience” and not random chit chat nobody cares about like your dog named Spot.

8th: Talk about your failed attempts in life because if you are perfect nobody relates.

9th: Start “pre-framing” them for what it is you want to offer them or take an action on.

10th: When you started you had no experience or limited experience. (If it is true)

11th: When your life changed, give them advice to help them with life/ but also further preframe them for what it is you are offering them. (You can do 2 tips, 5 tips or whatever you desire.)

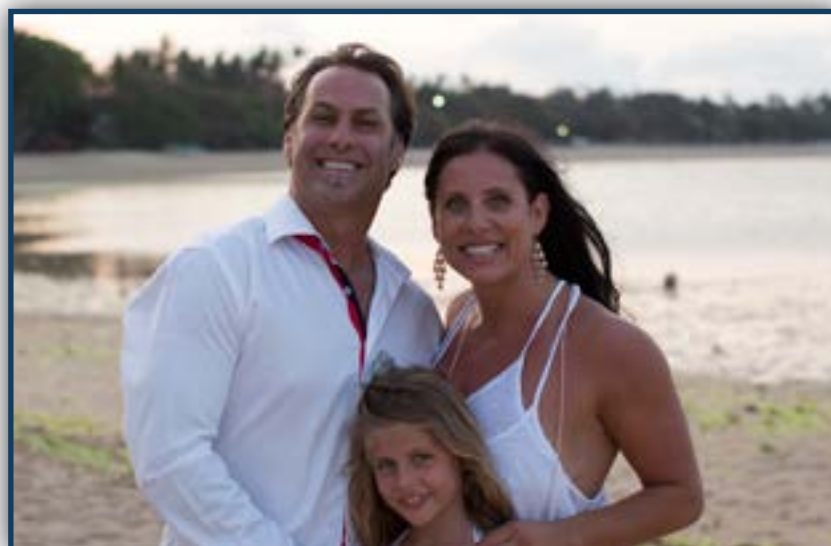
12th: After all the tips then “explain” how you’re different and why you care so much about helping them.

13th: For more information about “XYZ” visit “Your lead capture page here” so you can generate the leads. Also share your personal FB if you want them to connect and personally reach out to you.

This structure can be used for business story ads on Facebook, blog posts and other posts that you use story to inspire and motivate.



Take the time today to write your story, and share in the Vim Blog.



Rhonda Swan, Unstoppable Family