

BECOME A MASTER STORYSELLER

TIPS AND TECHNIQUES TO
MAKE YOUR COPY MORE
'OOMPH!'

A RAINMAKER GUIDE
TO SALES & MARKETING
FOR SMALL BUSINESS OWNERS

THE
RAINMAKERS



Ever wondered why professional copywriters are able to turn boring words into powerful statements? That's because they're able to use powerful stories that evokes an emotion, stimulates interest, creates a desire and provokes a response, i.e. an action.

Stories have the power to do all that. Top copywriters craft stories in such a way as to persuade their readers to take action.

Storyselling makes your marketing copy, sales letters, brochures and websites much more entertaining, gives you huge boosts in credibility and will significantly increase your sales.

But what are the primary elements of when creating stories for your marketing copy? How can you use it to increase your sales? Here are the most important skills and elements to master.

Start with a moral of the story

Every story needs to have a crystal clear lesson. The lesson could be a moral one (e.g. "we're the first company to use recycled [xxx]"), or it could be a technical one (e.g. "What happens when you fail to [xxx]").

Whatever the case, the moral of the story needs to be clear to you before you start to write the story. Never try to put two moral in one story and never start writing a story before being clear on the moral.

Your story's moral doesn't have to be clear to your reader until they get to the very end. But it must be clear to you before you write a single word.

The best way of using morals in your own copy is to write openly about your experience starting your business, or how you jumped through hoops to ensure your product is environmentally friendly, or how you intend to disrupt your industry with your new product.

Build a moral into the story.

Use Characters They Can Relate To

If you write about someone who is rich and famous, then you will fail to engage the reader, because they won't be able to relate to them.

Instead, use the little-known tactic of using a character that your reader can relate to -- someone on their own level who has gone through the same experience but has succeeded.

Same with testimonials. The most powerful testimonials aren't from someone famous lending their credibility to your product, but from people/businesses at the same level.

The more you can use characters they can relate to, the better.

Even in a very short story, aim to develop your character as much as possible. The reader needs to be able to get a taste for their personality and their current emotional state in their story.

Every character should want something. They may or may not get it in the story, but the desire itself creates tension in the air. "*Will they get it?*" is the question that should be on the reader's mind until the end of the story.

Of course, that character could be you. By becoming the focus of the story, there will be a far more powerful connection between you, your products, and your reader.

Be careful not to make it all about YOU, however. You still need to think about (and address) primary concerns, motivations, and objections.

The Two Ways to Build Credibility with Stories

There are two main ways to build credibility with stories.

The first is to tell true stories and slip credibility points into the story.

For example, teach your audience how to build a successful website by telling a story. In the process, you can "slip" in comments from other people about how unique your process is.

In telling a story about how to be a successful business owner, you might "slip" into the story the fact that you beat 95% of the other businesses, then go right back into the story.

You might think it may sound presumptuous or bragging if said outright, but it's perfectly acceptable in story format, and will not raise any eyebrows in the process.

The second way to build credibility? To clearly demonstrate that you know what you're talking about by giving top-drawer tips and advice.

Use the story to illustrate an educational point and really give your users something valuable. Authority and credibility doesn't come from talking about yourself, but just really demonstrating that you know your topic, your products, and your market inside out.

Storyselling is a powerful tool in any copywriter, marketer or business person's arsenal.

It might feel awkward at first, but with a little bit of practice this skill can pay off for the rest of your life.

**For more advice about running successful sales
and marketing campaigns for your small business,
log on to The Rainmakers Club.**



www.therainmakers.club

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