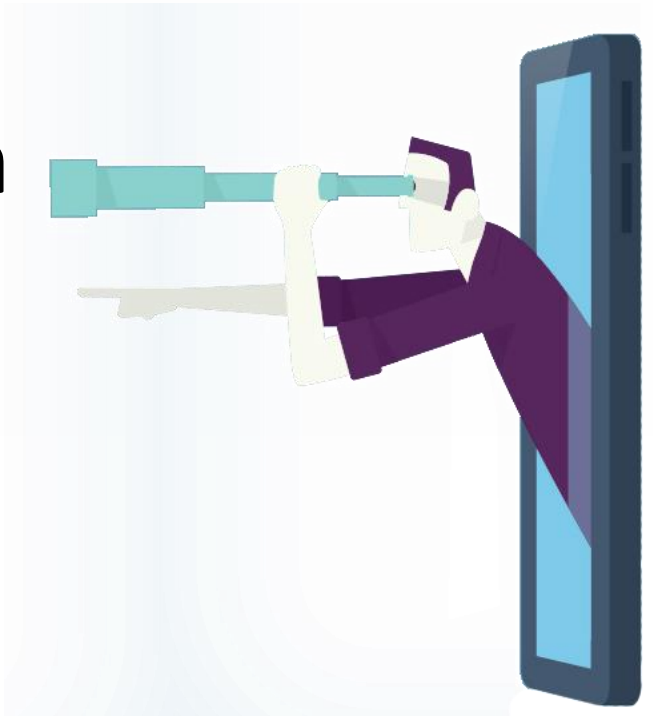


Before People Pay You Money They Have To Pay You Attention

(How to hook and hold the
attention of *any* audience in
the palm of you hand)



**Let me tell you a quick story about a
story that changed my life...**

... and I didn't even know it!



I'd been trying to sell online for 4 years...

- **Bankrupt wannabe author**
- **Living in a trailer with a leaky roof**
- **Had been trying to sell online for 4 years**
- **Making some money, but not successful**



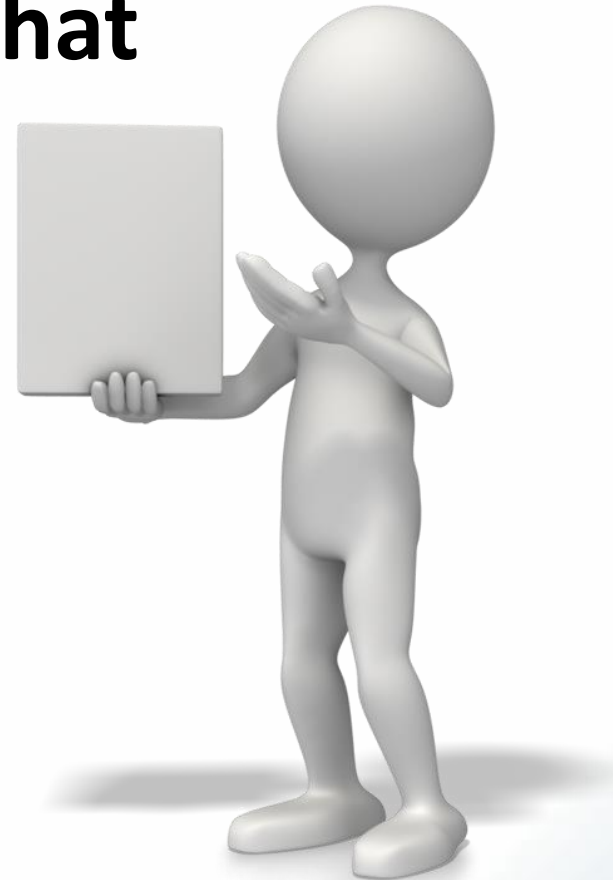
Then something happened that changed my life forever...

- **February 2001 learned about
1-page sales letters at a conference
in Boulder CO**



The problem was...

- The trainer said tell a “story” in your sales letter
- I had no idea how to do that

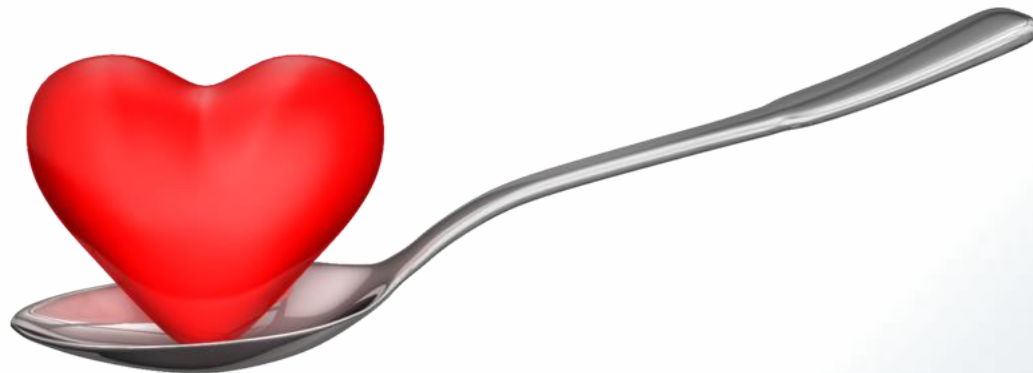


**The more I analyzed trying to
“tell a story” - the more paralyzed I got**



So I said “I gotta try *something!*”

- I stopped telling the story about the book
- I started telling the background story of my life & situation, along with the actions for how I quickly got the result they wanted too
- NOT polished, but was very heartfelt



I Later Realized I'd Hooked Them With Emotion They Were Already Feeling

**I shared all the pressure I was under
trying to sell a house just like they were**



My story focused on the stress and obstacles I overcame to get the result THEY wanted too!

- **I told the story of how I sold 2 houses without an agent**
- **Without spending a dime on ads**
- **SOLD both houses in less than 30 days**
- **Made maximum profit**



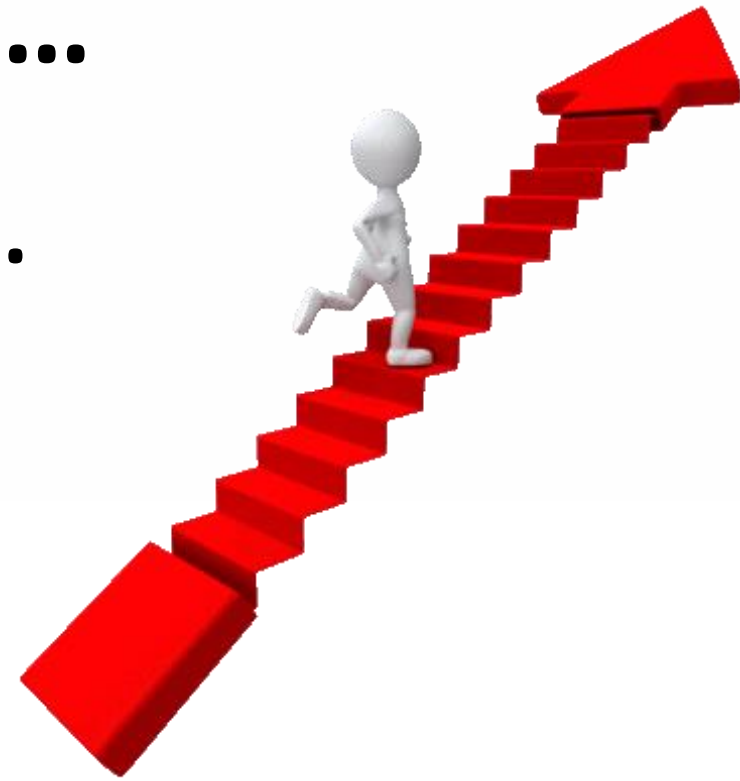
**The result of telling the NEW story in
my sales letter?**

**My sales went up 250% overnight
(literally)**



**I thought the one-page sales letter was
what changed my life...**

I was only partially right...



**What actually changed my life was
using my own emotionally charged
stories in my sales copy!**

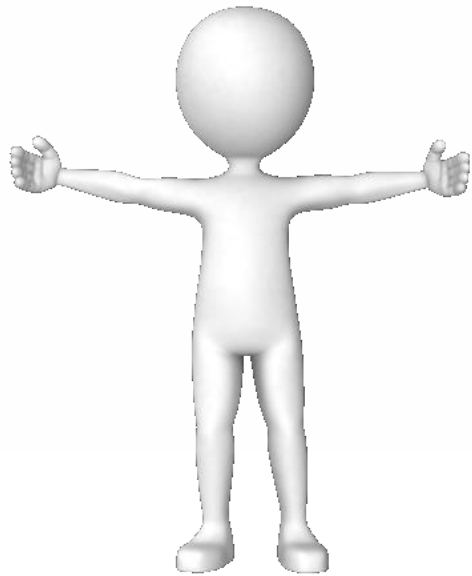


So I immediately did it again...

- **I wrote a sales letter for another product I had called “The 10 Dirty Little Secrets of Mortgage Financing”**
- **I told the story of seeing people get ripped off getting mortgages**
- **Result: increased my income by 50%!**



**I started telling more stories and I
started selling more products**



**Story: How I got fired
from my job the
same month I bought
a house and didn't
even make the first
payment yet**



**Result: Sold enough in 9 days to pay off
my house**



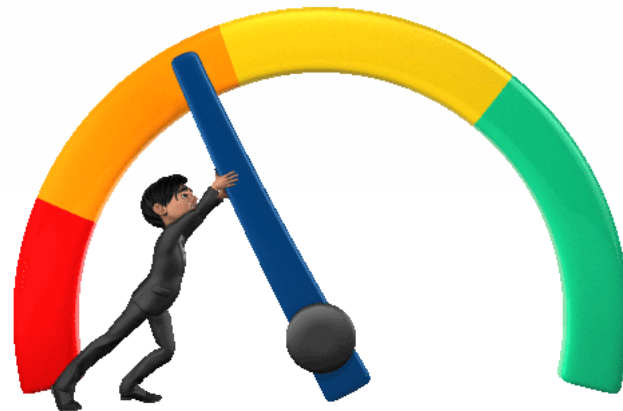
Story: I told the story of how my niece came to me sobbing that she couldn't bear the thought of being a teacher and needed to find a job



**Result: Made over 5 million dollars and
bought a Rolls Royce and a house on
the water**



**Story: I told the story of how I was sick
and tired of seeing people fail in online
business because they sucked at writing
sales copy**



**Result: Made over 11.5 million
dollars and am building a
legacy for my family that will
last generations!**



As I got better and better at telling stories:

- **My ability to capture and hold people's attention skyrocketed**
- **My ability to sell increased dramatically**
- **My income rose higher and higher**




What's the moral of this story?

- Stories make connections
- Connections make sales
- Emotionally compelling stories
create stronger connections that
make a LOT more sales!



Big Ideas I Want You To Take Away

1. Stories create emotional connection with your ideal customer
 2. Emotional connection creates sales
 3. The hook for your sales copy lives inside each story you tell
 4. You have an unlimited supply of stories if you know where to look
- 

My Framework For Telling A Story



The Hero's Journey... With a *Twist* For Sales Stories

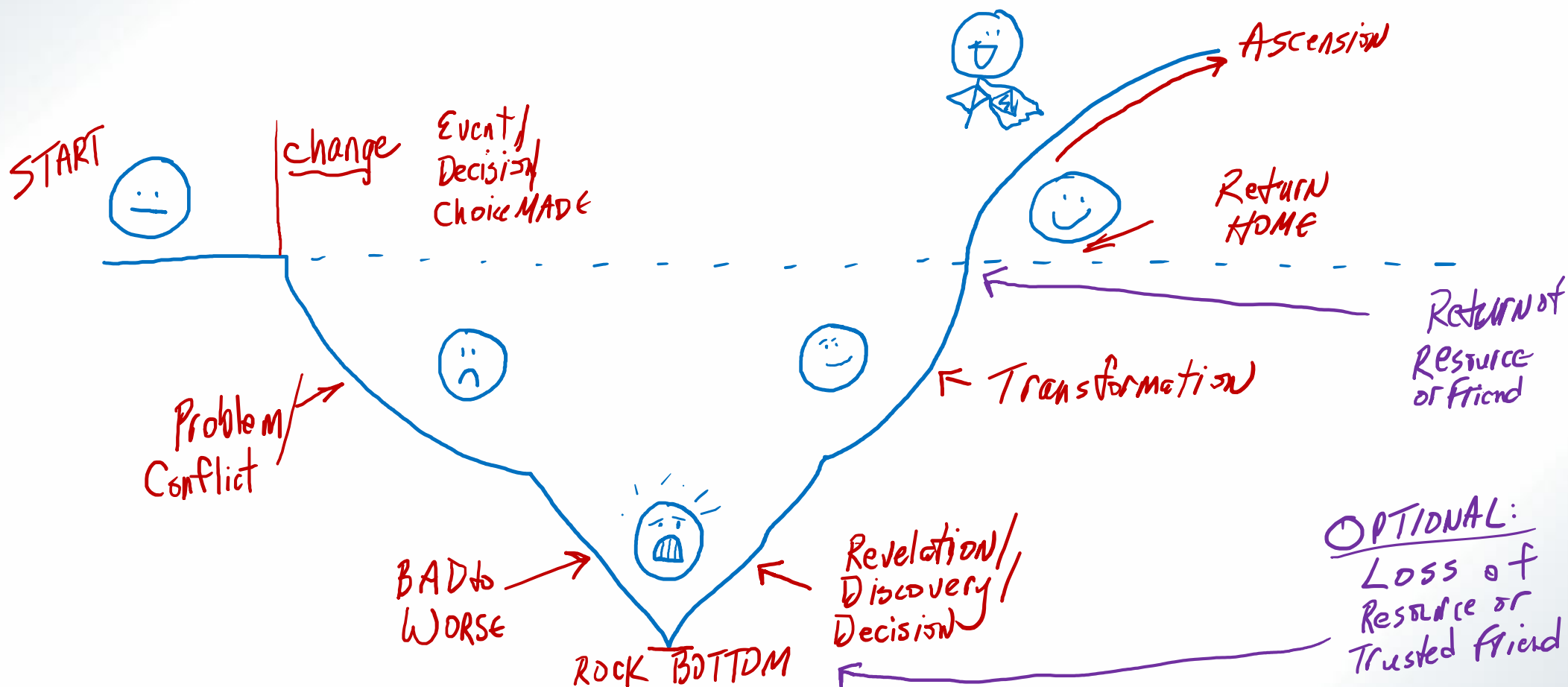


What is the Hero's Journey?

- Classic story structure hard-wired into our brains
- Universal to human beings
- Forms basis of virtually every story you ever loved
- It's what makes a “good” story

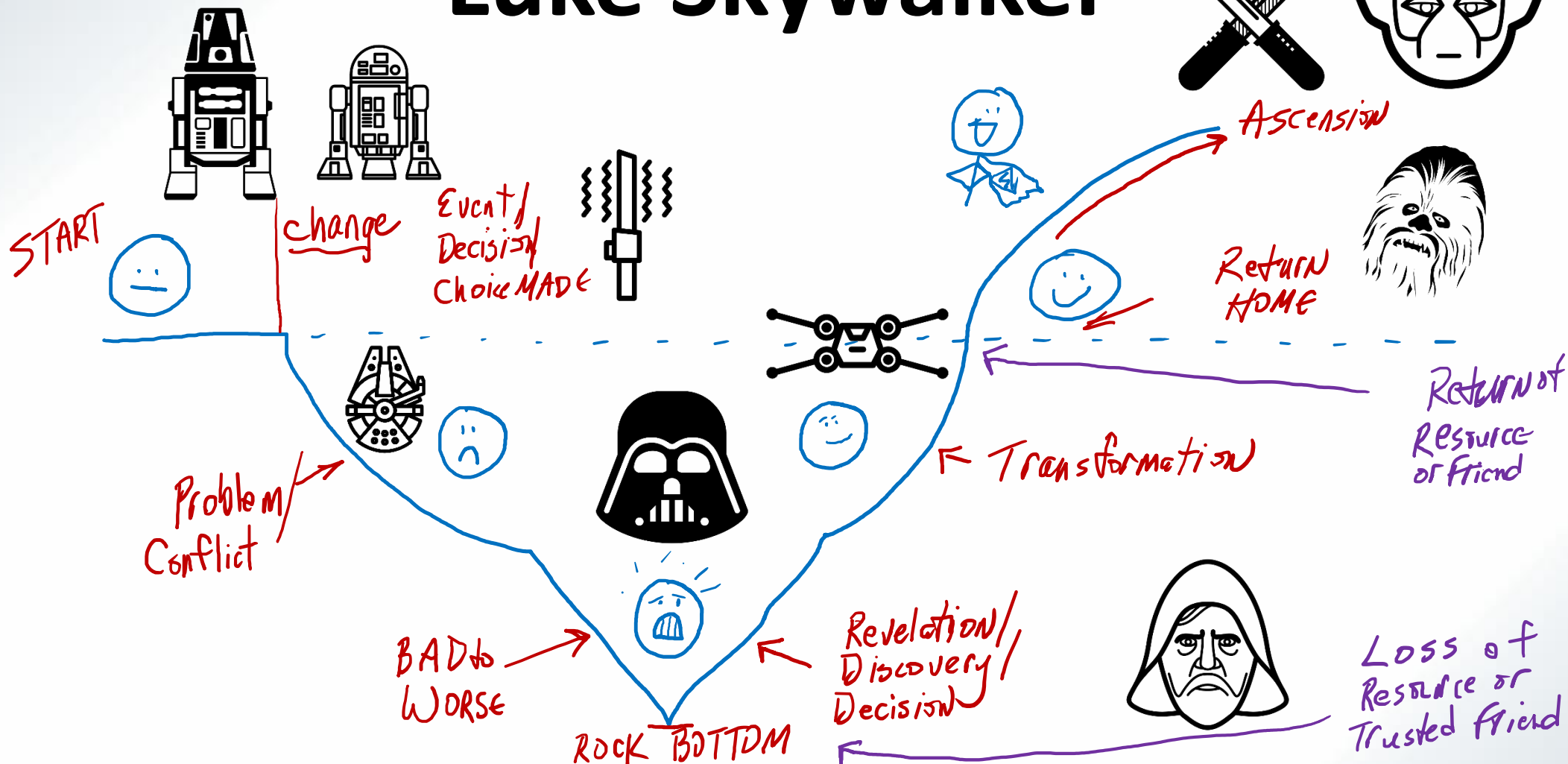
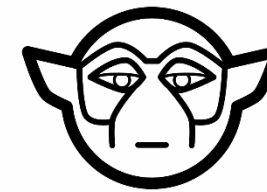


How does the story "arc" work?





Example:



The Power of That Story?



Star Wars holds a Guinness World Records title for the "Most successful film merchandising **franchise**." In 2018, the **total value** of the **Star Wars franchise** was estimated at US\$65 billion, and it is currently the fifth-highest-grossing media **franchise** of all-time.

Star Wars - Wikipedia  

https://en.wikipedia.org/wiki/Star_Wars



2 Purposes For Telling Stories...

#1 Get People Emotionally Engaged!

- Anger
- Inspiration
- Love
- Fear





#2: Get The Reader To Put Themselves Into The Story

**Once in the story, they now need
resolution from your product**

Biggest Challenge People Have Telling Stories In Sales Copy...



How do I even figure out a story to tell?

- **MISTAKE:** trying to “start from the beginning”
- Too hard to identify a “story” when you think in terms of “I need to find a story to tell.”

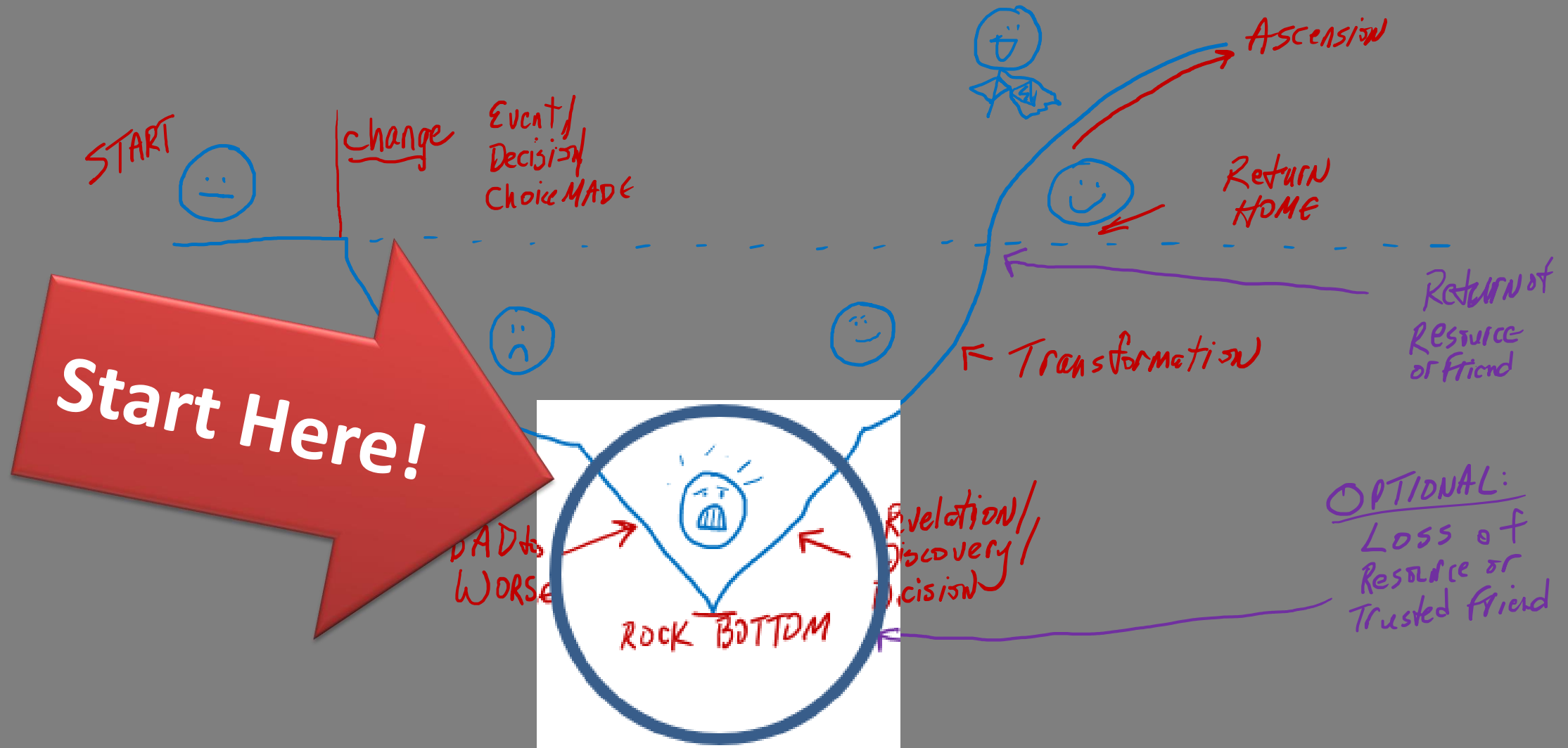


To figure out a story to tell...

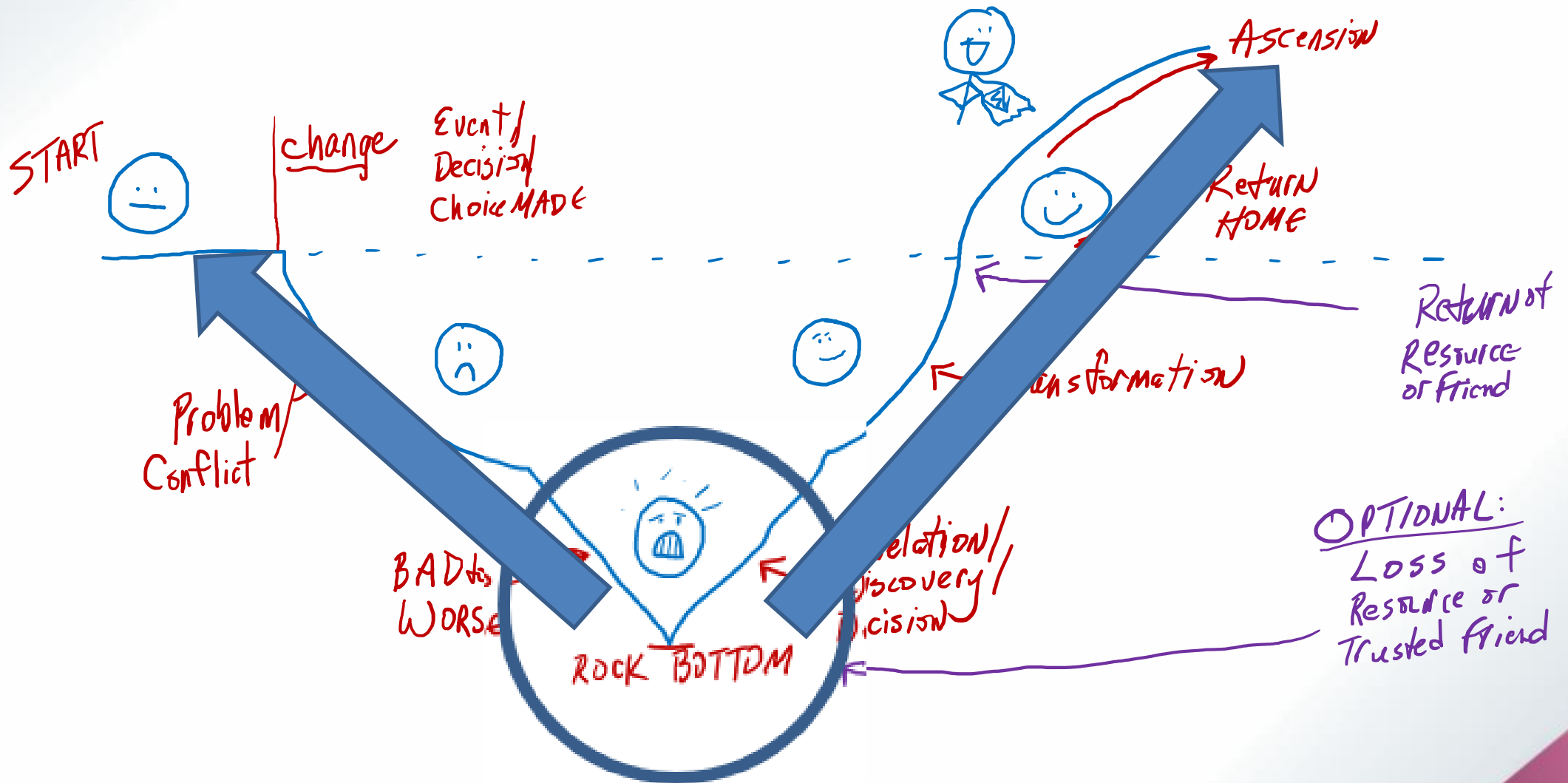
- Step #1: Start by looking for “rock bottom” points in your life (or other people’s lives)
- Step #2: “Build” your story to create the emotion that will lead to the sale



How does the story "arc" work?



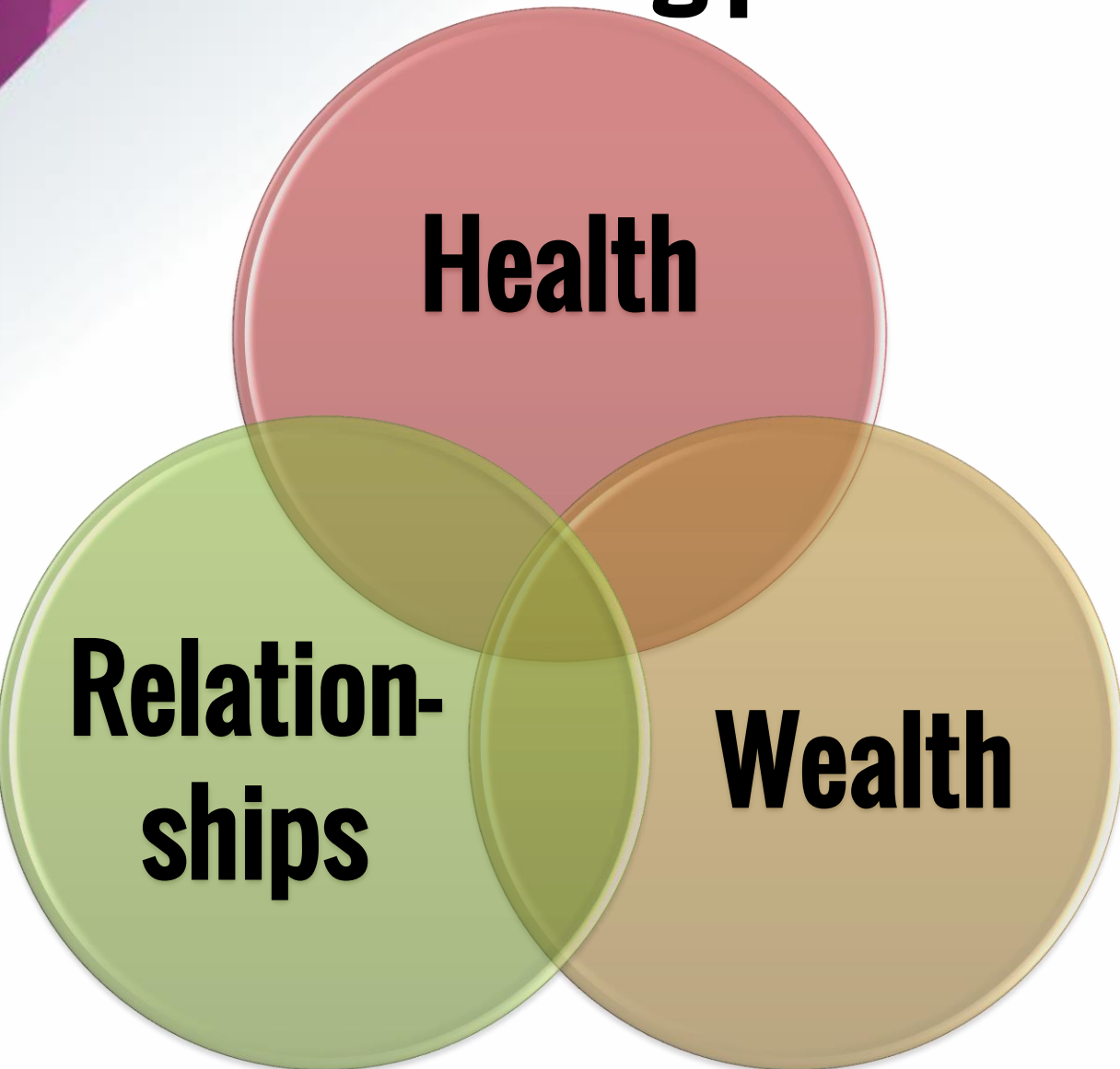
Build The Story Out From There



**Here's the “secret key” to
quickly identify the best
stories you can tell to
make a LOT more sales...**



**Look for emotional
turning points in:**



Highs



Lows

Fear

Loss

Gain

Pain

Strain

Final Step



**Use That Emotional Rock
Bottom Point As Your Hook To
Instantly Capture People's
Attention In One Sentence**




Hook FORMULA #1:
**“Let me tell you a story about the time
(emotional rock bottom point)”**



Hook FORMULA #2:

**“Let me tell you a story about when _____
and what it taught me about _____
(how to get result they want)”**






**Here are some quick hooks from my
own life (these are all REAL!)**

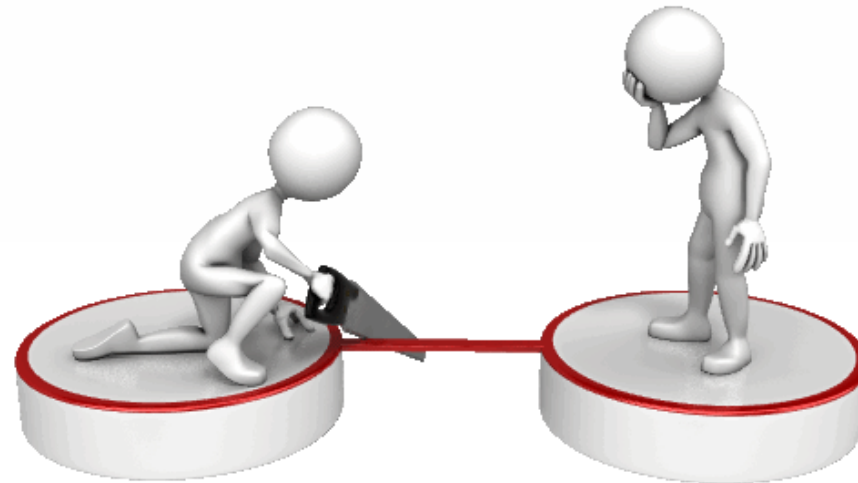
**“Let me tell you a story about the time a
bankruptcy judge laughed in my face in front of
an entire courtroom and I just had to stand
there and suck on it...”**



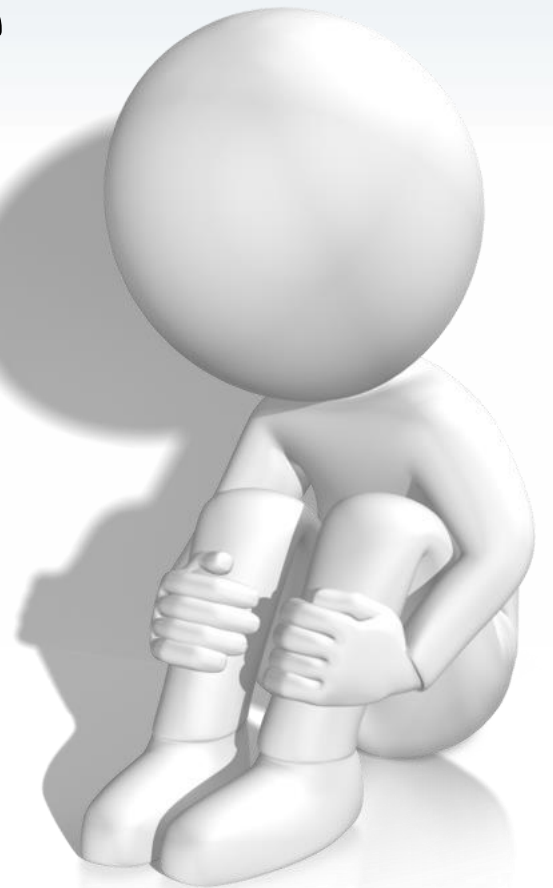


“Let me tell you a story about the time I was lying on my neighbor’s couch literally dying of heart failure and could barely whisper goodbye to my wife as she sobbed in my ear and pleaded ‘don’t go, I need you’...”

“Let me tell you a story about the time I lost my business partner and best friend of 10 years and what it taught me about how to NEVER structure a business...”

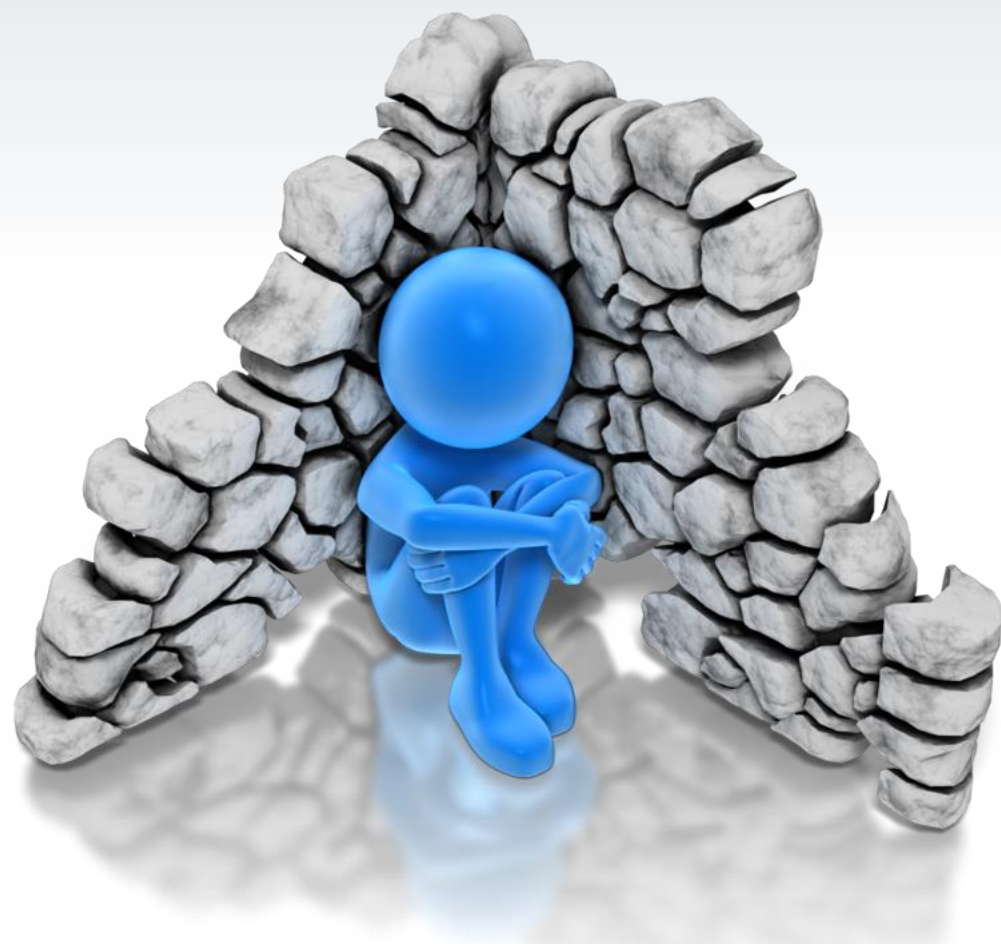


“Let me tell you a story about the time I lost over \$650,000 in less than 72 hours and what it taught me about the lies ‘professional’ money managers tell...”



“Let me tell you a story about the time I lost over \$650,000 in less than 72 hours and how it became the seed of a multi-million dollar empire that made me financially bullet-proof...”





**“Let me tell you a story
about the time one of my
key employees died
unexpectedly and how it
nearly destroyed my
business...”**



**“Let me tell you a story about
the time one of my key
employees died
unexpectedly and how a
simple set of videos he
created right before he died
actually saved my business...”**



Bottom Line:


- 1. The emotional turning point is the hook you use to pull them into your story...**
- 2. You then use the story to build the emotion that sets them up for your offer.**

Finally...


Don't overthink this!



It's a great story if it:

- Makes *you* emotional
 - Is hard to talk about
 - Was from a difficult or trying time in your life
 - Had you succeed against all odds
 - Involved a huge struggle
 - Had a major emotional swing
 - Had a major financial payoff
 - Had a major financial loss
 - Saved something or someone
 - Destroyed something or someone
 - Involved heartbreak
- 

Quick Summary:

1. You get people to pay attention by leading with an emotional hook
 2. You keep their attention with an emotionally compelling story
 3. They buy because your story becomes *their* story... which means your product becomes *their* solution!
- 
- A decorative geometric pattern at the bottom of the slide, consisting of various shades of purple and pink triangles and polygons.



Remember!

**Before people pay you money, they
have to pay you attention!**

**... and a great sales story is how you
hook and persuade people faster and
easier than by any other means possible.**