

5 STORIES



YOU MUST TELL

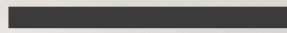
TO BUILD YOUR BUSINESS OR BRAND

Eme Basseyy



“

Tech and Tactics
may get you
noticed but a story
will make you
unforgettable



Eme Bassey

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INTRO



Storytelling is hands down the best and most accessible marketing tool.

For thousands of years, the human brain has been naturally “addicted” to stories.

Our lives are made up of stories. It is how we interpret and interact with our internal and external world.

It therefore follows that storytelling should form a major part of our interaction with our prospective and current customers.

The 5 stories every brand or business must tell are stories that create strategic connection points and turn followers to fans and browsers to buyers. These stories are great for attracting those who will love what you do and repelling those clients that are not for you.

You can use these stories in your emails, your website, your product descriptions, your webinars, your sales pages, video sales letters and more.



ORIGINS

YOUR ORIGIN STORY

YOUR ORIGIN STORY IS PROBABLY THE MOST IMPORTANT
STORY YOU MUST TELL.

WHETHER YOU ARE A BUSINESS OR A PERSONAL BRAND,
THERE ARE 2 TYPES OF
ORIGIN STORIES YOU SHOULD TELL.

1 Where did you come from and how did you get here?”

The simple question you want to answer with your Origin Story is

“where did you come from and how did you get here?”

What is the story behind how you got started, what problem did you set out to solve? How did you start? What was your mission? What was the plan? What happened on the journey?

Just imagine yourself having a chat with a friend and telling them how you came to be doing what you are doing. Was it a brainwave, a burning need, a series of unfortunate events...? Tell us the story. Talk about the idea, the steps, the purpose, the pain.

It’s your story. It’s different from everyone else’s. You stand out when you share it.

You have a business or you are a brand. You weren’t always where you are now. We want to hear how you got here. It doesn’t have to be a long convoluted story.

See the example below.





Example (Eme's origin story):

I was a cake decorating tutor when I decided to start a blog to document my journey of learning how to sell cakes. In the process I fell in love with online marketing, rekindled my love for writing and because I always loved to teach I decided to become a marketing trainer.

In the process, I discovered and fell in love with the power of storytelling. I had always known that my personal mission was to help people tell their stories but It was only when I started learning about marketing and storytelling that I saw how it all fit together.

I discovered how storytelling can be used to clarify, simplify and amplify any kind of online marketing message. I am on a mission to help others do the same. This has led me to form the storyteller moneymaker network which uses the storyteller success track to help my clients get seen get heard and get paid online. I host The Story Advantage podcast and my upcoming book is The Vivid Story Method for writing emails that stand out, win hearts and drive sales.

That's my origin story. What's yours?

A woman with dark hair, wearing a maroon shirt and a light-colored apron, is smiling and looking down at her hands in a pottery studio. She is standing behind a workbench with various pottery pieces. In the background, there are shelves filled with more pottery. The image has a soft, slightly faded overlay.

ORIGINS 2

THE SECOND TYPE OF ORIGIN STORY
YOU SHOULD TELL



ORIGIN STORY - TYPE 2

it is a step by step story of your life's significant events.

The purpose of mapping out this story is to identify and spotlight connection points along your life's journey. While the summary of your origin story is short and simple, this kind of origin story is more detailed.

The idea is to tell the step by step of your life journey with significant events, changes, wins and losses.

You may not always have the opportunity to tell this "full" story however, it is very powerful to have in your back pocket.

It creates what I call "connection points" that help the reader or listener bond with you. It also lets people know you are human. It encourages people because they see your journey and it makes them imagine the possibilities.

The connection points should highlight stories of

- Family life
- Occupation
- Recreation
- Message.

Basically it is a step by step story of your life's significant events. See an example below.

My Origin/Life events story

Born in Nigeria to doctor dad and teacher mum >> Was top student in high school (Yay!)>> but dropped out of medical school (Yikes) >> Got a Psychology Degree after having to start again from year one!>>Single mum of 2 by the time I was 25yrs old>> Married at 35 years old (still happily married today) >> Music lover/Sax player>>Two Autistic sons>>Blended Family>> Cake Decorator>> Author>> God Chaser>>Online Business Consultant >> Marketing Trainer>> Course junkie>> B-School Alumnus >> PLF Owner>> Tribe Alumnus>>Membership founder>> addicted to words>> Addicted to stationery>> founder of The Yellow pepper Club>> Changed the name to The Storyteller Moneymaker Network

This is how I want you to map out your connection points. The purpose of this is to open up to your audience and give them different ways to bond with you.

Looking at the example of my story above, if you are a single mum, you would bond with me because you've also been there done that. Same thing if you are a fellow music lover or God chaser or stationery addict.



The purpose of this is to open up to your audience and give them different ways to bond with you.

The first type of origin story would highlight your skills, experience mission and purpose however this other type of origin story is more lifestyle-based and aimed at showing your humanness and your life journey so that the hearer/listener will see parts of themselves in your story that they can relate to.

A woman with long dark hair, wearing a dark blazer over a light-colored top, stands with her arms crossed. She is looking directly at the camera with a neutral expression. The background is a solid, muted grey color.

MANIFESTO

THESE ARE YOUR "WHY"
STORIES.

MANIFESTO

I call these kinds of stories “Manifesto” stories.

These are your “Why” Stories.

Stories to share your vision.

Stories to share your values and

Stories to share your beliefs and of course

Stories to share your purpose & mission.

These kinds of stories can be incredibly powerful in bonding, connecting, creating culture and creating a “movement”

Instead of talking about it, let’s do it shall we?

Simply answer the questions in our superpower manifesto questionnaire. These are the questions & prompts I give my clients to create their manifesto statements.

If you answer these questions you will create powerful statements and stories that you can use in many ways and on different platforms to attract and connect to your followers.

MY PERSONAL MANIFESTO

Complete these sentences. Do not over-think it - just write freely.

HERE'S WHAT I KNOW FOR SURE:

I BELIEVE IN:

**I WANT TO LIVE IN A WORLD
WHERE:**

I EMBRACE:

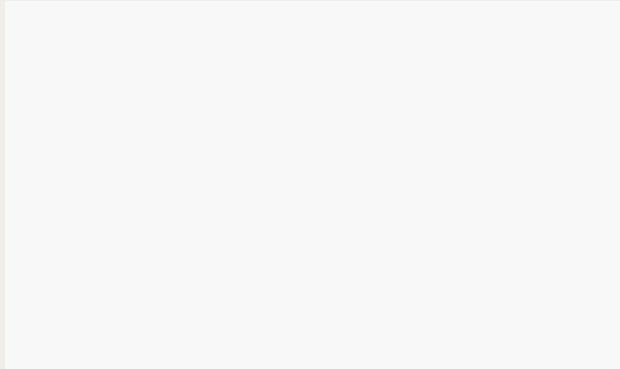
I WANT NOTHING MORE THAN TO:

I CARE DEEPLY ABOUT:

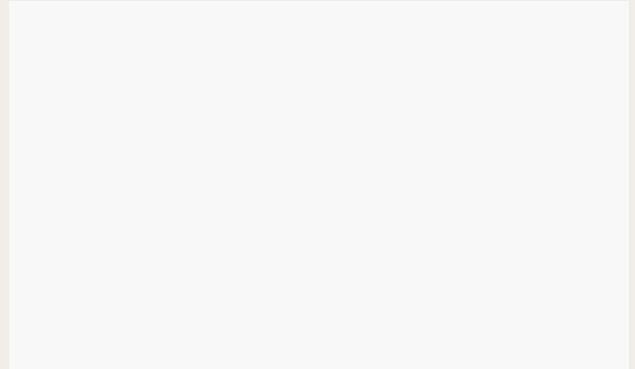
MY PERSONAL MANIFESTO

Complete these sentences. Do not over-think it - just write freely.

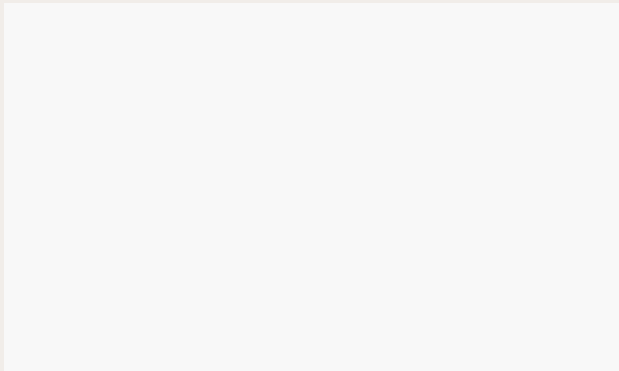
THIS IS WHAT CONCERNS ME



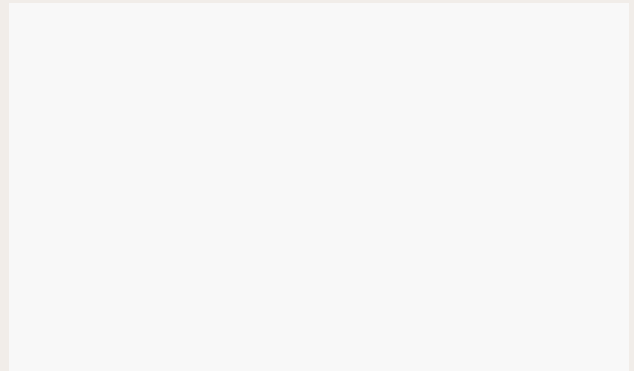
THIS IS WHAT MAKES ME ANGRY



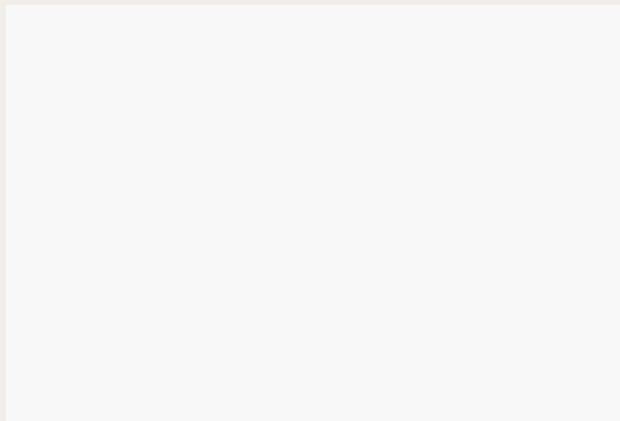
THIS IS WHAT EXCITES ME



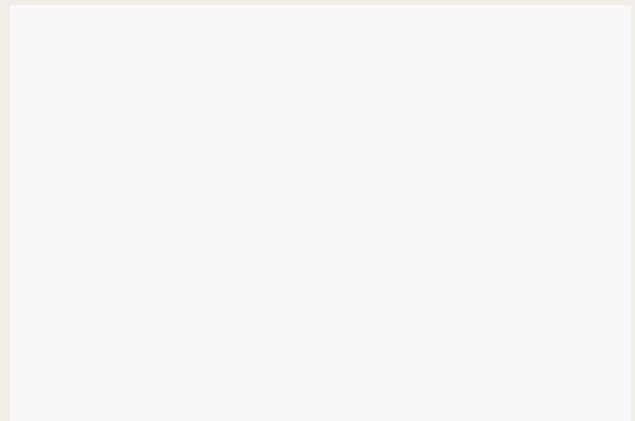
THIS IS WHAT SURPRISES ME



**THIS IS WHAT I WANT MY LEGACY
TO BE**



**THIS IS HOW I WANT TO CHANGE
THE WORLD**



A young woman with dark hair, wearing a white long-sleeved shirt, is sitting at a table. She is looking down and to the side with a thoughtful expression, her hand resting on her chin. In front of her is a white cup with a brown beverage and a white straw. The background is a plain, light-colored wall. The entire image has a semi-transparent blue overlay.

FUTURE CASTING

STORIES THAT PAINT A PICTURE
OF A DESIRED OR DREADED
FUTURE.

Future-Casting

Future casting simply means painting a picture of the future.

You are casting the vision.

When you have something to sell, people are not buying the features, they are buying the benefits

- what it would do for them,
- how it would make them feel,
- what their new life will look like.

This is the story you want to tell.

You want to tell the story of their new life.

You can tell both the negative and positive future stories. Tell them what would happen if they bought/joined your thing. Tell them how they would feel, Tell them what their life look like. Tell them what their family would say to them and about them.

And if you are telling the story of the negative side, tell them what would happen or continue to happen if they do not solve the problem that your product or service solves. What would their life look like if they leave that issue unresolved or if they tried to do it themselves or if they got the wrong advice or bought the wrong thing.

Future casting simply means painting a picture of the future.

You are going to dig into your imagination even as you spark up the readers own imagination.

Again, this is a story that is aimed at reaching people on an emotional level. You will focus on the feelings and pain points and shine a light on these as you tell your story.

This is not an exercise in manipulation. Rather you are reminding the person of what they want and how they would really feel once they get it.

To do this simply draw on the experiences of past successful clients, your own experiences as well as the relevant details of the product or service you are talking about.

POLARITY



STORIES THAT POLARISE ON PURPOSE

These stories border on being controversial...
but can be very magnetic in both attracting
your ideal client and repelling those that don't
share the same views and values as you.

Why I am different?
What do I stand for?
What do I love?
What do I hate?

“
**Why I am different?
What do I stand for?
What do I love?
What do I hate?**

Your polarity story is you taking a stand and having an opinion. It is challenging things that many people think are true, calling out wrong advice people have been given. It may also simply be demonstrating how you go the extra mile and do what others are not willing or able to do or say.

Now, you cannot tell this story by simply saying “I am different” or “I go the extra mile.

Nope.

You have to tell a story that demonstrates this.

Example (My polarity stories)

I hate, like absolutely hate seeing people wasting time online and doing things that they think they are supposed to do even when those things are not getting them results. I am an advocate for direct response marketing and I believe there must be a purpose behind everything you say and do online. Anything else is just vanity. I feel very strongly about this and I call out the gurus that tell you to just post on social media and the customers will come. I believe this is bad bad bad advice.

Or...

I love storytelling because our stories are our competitive advantage. They are what make us stand out in a sea of samey same copycat culture. I believe everyone has a story and they don't need to try and be someone else their story is powerful enough to take them wherever

The great thing about telling these kinds of polarity stories is that

1. You stand out instead of fitting in and
2. You attract your people - certain people will be drawn to you because they agree with your opinion or simply because they admire you for taking a stand with certainty.
3. These polarising stories also help you repel the people that are not for you.

“**Love me or hate me, there is no money in the middle**”

Polarity gets people talking.
Polarity makes people pay attention to you.
What sacred cows can you kill?
What commonly held beliefs in your niche can you undermine?
What makes you different?
Who can you call out on their B.S.?
What/who do you stand for?
What/who do you stand against?

If you try to attract everyone by being bland and trying not to offend, you end up attracting no-one.

When you polarise on purpose, those that gravitate to you will be fiercely loyal and they will be your advocates.

There is a now famous saying “ Love me or hate me, there is no money in the middle” - While I dont know who said it originally, this is so very true.

It can be scary to think you might offend someone by expressing a strong opinion but being a people pleaser will put you on the fast track to failure and keep you small and invisible.

Don't be afraid to ruffle a few feathers. Even if they dont agree with you, they will respect your integrity.

I encourage you to flex those polarity muscles. Be bold. Pick a side and defend it vigorously. You will be glad you did.



A woman with dark hair, wearing a white apron over a dark top, is standing in a pottery studio. She is looking down at a piece of pottery on a table in front of her. The studio is filled with shelves of various pottery items, including vases and bowls. The lighting is soft and focused on the woman and her work.

TESTIMONIALS

STORIES THAT PROVIDE
SOCIAL PROOF

TESTIMONIALS

Few things are as powerful as sharing your clients success stories or their before and after stories.

These are a classic example of a story where the hearer/listener can insert themselves into the story and see themselves in the picture.

Testimonials gives hope. (If it can happen for them, it can happen for me too)

Testimonials shows proof. (It works!)

Testimonials demonstrate your ability to solve the reader's problem

Testimonials show the reader that others have been where they were and still got results

You share testimonials for social proof. This is the obvious result.

One result that is not so obvious is that when you share testimonials you address objections.

Whenever you are making an offer to a prospective customer, objections will arise - spoken or unspoken reasons why the person would be reluctant to take the next step with you.

Objections are common and include things like

- self-doubt
- "will it work for me?"
- I dont have time...
- I can't afford it...
- my case/business/need is different.

As a smart storyteller, you can be very intentional about listing the common objections and having a story ready to tell to address each objection. Stories showing someone who had the same objection but still got the success they needed..

Suggested Questions you can ask your clients to get a great testimonial are:

- Where were you before you joined/bought? (How did it feel? What did it look like?)
- Why did you join/buy?



NEXT STEPS

WHERE TO USE YOUR STORIES

You can sprinkle your stories in your

- speeches
- webinars
- email marketing
- social media posts
- blog posts
- Website copy
- product launches
- live broadcasts and
- when teaching
- sales pages
- Video sales letters

& You can use stories to:

- Launch your online course,
- Write addictive emails
- Script your webinars,
- Describe your products,
- Write your sales letters,
- Write social media captions
- Create content that connects
- grow your audience
- Create Youtube videos &
- Podcast episodes

AND IF YOU NEED HELP TO BECOME THE
STORYTELLER YOUR BUSINESS NEEDS...

ABOUT



I created my first website in 2009 but I have been in the digital marketing space since 2012 and freelancing since 2015. In that time, I have built websites and helped clients sell out events, plan courses and programs, publish books and more.

My strengths are in big-picture marketing strategy and story-driven marketing.

I believe wholeheartedly in the power of storytelling as a way to win hearts as well as drive sales.

In all my studies and experience, I have discovered storytelling to be one of the most powerful ways to capture attention, keep interest and convert prospects.

Eme Bassey