

WriteCome.com Presents

# Sell With Stories

How To Use Everyday Stories  
To Sell Your Products And Services



[www.WriteCome.com](http://www.WriteCome.com)



# Wherever You Look, You're Surrounded By Stories

It's the ad on TV showing the family that sold their beat up car and the new life they now have driving their new one.

It's your best friend telling you why you should have gone last night and what you missed out on?

It's the embarrassing memory you keep reminding your partner about.

It's the book review or the product testimonial that tells you about how that thing transformed that person's life.

And that's not including stories about celebrities, TV shows, movies, fiction books, non fiction books, magazines, blogs, YouTube videos, and on and on it goes.

Chances are good you've heard or seen a story in some shape or form in the last five minutes.

Heck, even as you've been reading this I'm sure something in what I've just written has prompted a story to come to mind.

We love stories, and we love telling them.

## **We Also Never Get Bored Of Them**

If you did, Netflix, Amazon Prime, Disney +, and all the other streaming platforms would be in big trouble.

We can't get enough stories.

Why so? Well stories allow us to live in someone else's shoes. - Shoes we probably would be terrified to walk in, or a life we'll never be able to live.

Open a good fiction book, watch a documentary, or watch your favorite crime fighter on TV, and you're not you anyone, you're someone else.

You're off flying in spaceships, imagining what life would be like behind bars, or punching that bully in the mouth when they started throwing their weight around.

And not only that, but they've been here as long as we've been on this planet.

We used them to entertain around the campfire, to warn of the dangers around us, and to pass on history before we knew anything about pencil and paper. - Sometimes a few splodges on a cave wall was more than enough to get the message across.

### **Even Our Body Language Changes**

Tell you that I've got a story to tell and you're leaning forward with interest, wondering what I'm about to spill the beans on.

Start a sentence with 'Once upon a time...!' and I've instantly got you hooked. - You'll probably stop what you're doing and quieten down so you don't miss anything.

We just can't help it, we're addicted to stories. It's like Pavlov and his salivating dogs, know there's a story coming and we're putty in someone's hands.

### **Heck, Our Emotions Go Out The Window Too**

Tell you that I've seen the most adorable Labrador puppy, and that it licked my face, and it can make you go all gooey inside.

Tell you that I saw someone catch a baby that fell from a balcony, and I can make your pulse race and leave you in shock.

Tell you a story about a fat man falling into an open grave at a funeral, and I can make you both cringe with embarrassment and chuckle at the same time.

That's why the evening news, politicians and Hollywood can play us like a musical instrument at a moment's notice.

### **Welcome To The World Of Stories**

Maybe you never noticed this before, but now that you've been made aware of it you'll see how you're constantly being manipulated, entertained, and lead along by the nose through the biggest weakness you have...your love of a story.

## **But That's Other People's Stories, Me I'm Different**

Chances are good you've been nodding along with me in agreement, but now you're coming to the mental speed bump.

*'Other People Have Great Stories. - Me, I've Got Nothing To Tell.'*

And you're not the only one, we all look at our own lives and wonder why anyone would be interested in anything you do. - Sure there might have been that moment that went up on the Facebook wall, but the rest is as exciting as Magnolia paint.

## **If That's True, How Come Soap Operas Are So Popular?**

Most soap operas and daytime dramas aren't that special either. - Apart from the odd affair, and maybe someone suffering with a health condition, the majority of stuff is something we'll find in our own lives.

What makes them special is that we can sit in on the conversations. We can see how they react to the doctor's diagnosis. We can watch how they toss their partner's clothes out on the street. Or we can listen into their bitching session about the woman up the road that got the boob implants.

The reason it feels good is because we're a fly on the wall that'll never get in trouble for being there. - Even though it's totally made up, we still get a kick out of thinking we shouldn't be watching this.

## **Does That Mean Your Life Must Match That?**

Heck no, and would you want to? A bit of drama now and again is enough for most of us to cope with. Go through a series of misfortunes, cheating partners, health issues, etc, and I'm sure you'd be looking for the first bus to walk in front of before very long.

You mightn't think your life would interest anyone right now, but by the end of this report you'll be surprised how quickly you'll be able to find a story that someone will give you five minutes of their time for.

I'll give you plenty of prompts to get the story-ball-rolling. :)

# Why Does Selling With Stories Work?

Ever Been In This Scenario?

You're walking down the local high street and something in a shop window catches your eye. Going to the door, and walking inside, you're pounced on before the bell on the door even has a chance to stop ringing.

*'What can I help you with?'*

Faced with an over enthusiastic shop assistant, you mumble a few words that you're only browsing but you've already made up your mind that you'll be gone the second their back is turned.

The problem, they wanted your cash too badly and you felt a sale being pushed on you.

**Now let's take a look at the scenario again.**

You walk in the door, someone gives you a quick hello, mentions something about the traffic, the weather, or the local road works, and they leave you to yourself. - They might also mention the bargain rail that just went up this morning at the back of the store.

Notice the difference? No mention of a sale, You feel welcome, And they're as pissed about the traffic as you are. Plus they told you where you can pick up some bargains.

Big difference between the two, right?

One, you wanted to run out the door as soon as their back was turned. The other, you feel no pressure to buy anything and you'll probably browse longer than you planned to. - And you might also buy something.

**That's What Story Does**

It takes pressure off you and your customer. You don't feel like a used car salesman having to come out with tons of sales jargon, and your customer doesn't feel like they need to seek out the nearest exit door. - Keep them enthralled with an interesting story, and heck, they'll hang around longer than they planned to.

What story also does, something you mightn't be aware of, but it builds a bond between you and the customer or follower.

### **It All Builds An Unconscious Connection**

If I tell you a story about how my dog almost lost it's life, because it stupidly ate a bellyful of gravel, you start to see me as more than a 2D sales message. - Heck, this guy has a pulse.

Because you learn...

I've got a dog - (I'm a dog lover) - I was almost broken hearted that I nearly lost my dog - (I'm a big softie) - and I've got a story I can keep going back to - (Curiosity, how is the dog doing now? Did it all work out? Tune in next week folks.)

And all the above could be conveyed into a paragraph or two. And the more I tell you about my little adventures, the more you feel closer to me.

'Oh, that's Barry. He's got a border collie that almost died eating gravel.'

In that instant...

I'm not an anonymous person in an email. - It's not a stale and lifeless sales letter you're reading. - And that blog post you just read, that brought you to tears, will follow you for the next few days.

Tell a good story, and you've planted your feet under that person's kitchen table. And once you feel like a friend, it's a whole lot easier to sell to that person.

Take a look at your own life for proof of this.

The people you go to regularly, mightn't always be the cheapest, mightn't always turn up on time, but you like them and that's why you go back again and again. Selling with story can allow you to build a bond with anyone, anywhere in the world.

## But How Do You Do It?

Now, you're probably wondering what the secret sauce is?

What are the trigger words, the NLP jargon that'll send a customer into a hypnotic state so they open their wallet for you?

While there are probably many things you could use to turn a customer over to your way of thinking, the simplest thing you can do is build a bond between you and your customer. And the stronger that bond is between you and that person, the less sales techniques you need.

And as the great copywriter Ben Settle said one time, even a weak sales letter will convert if you've built trust between you and your buyer.

Build enough trust and you can send them to a PayPal button and they'll happily buy from you. - I've proved that to myself many times.

But trust building takes time. It means getting in front of that person over and over again, And it means sometimes doing that before any sign of payments come in.

Most people cringe at that thought. And because they want an instant win with the least amount of effort they try every sales technique in the world to convert a sale.

But what they don't realize is that a well built relationship, like a happy marriage, can go on for years. An instant sale, like a one night stand, means you're always on the prowl looking for your next victim.

How do I know? - I've had one lady buy over twenty of my products since she joined my list?

### **Did that relationship take time? Was all that effort worth it?**

That's the difference between a sales process (that's the equivalent of a one night stand), and a happy marriage. The first might seem more fun, with one off payments, but you'll find that there'll be plenty of lean times too.

You'll also find that long term, you'll learn a lot more about your customer.



Maybe they wanted that course on fiction in the beginning, but over time as you got to know them better (and watched their buying habits), you found that their heart wasn't in it, and they wanted to coach instead.

So not only does selling with story sell products, but it's also a way to stay in front of your customer for longer periods of time to see what they really need.

### **What's The Secret Sauce?**

Be a likeable human being.

That's it.

Be a likable human being.

Feel let down? Think I was going to give you a magic combination that would work its way into your readers or customers subconscious mind and get them to pull out their wallet? - Fraid not.

Again, take it back to your own life for a moment.

You're sitting with your best friend in a coffee shop, and she tells you about an amazing thing that helps her newborn get to sleep in five minutes. You, yourself, have a newborn and right now you've got bags under eyes and you're powered by caffeine. You need help.

You ask her, where can I get it and how much does it cost?

Nowhere in that conversation did she need to use any sales tricks, open loops, NLP, price negotiating, or anything else to make you want to buy it. - But you want that product as much as oxygen, even though you didn't know about it 5 minutes earlier.

Why?

- It's a product you need. - Had she mentioned carpet cleaner, getting a deal on a new car, or talked about how to buy Bitcoin, you wouldn't have been the least bit interested.
- The product worked for her. - She'd been in the same situation as you're in, but she found a solution that worked. Now she's caught up on her sleep, and doesn't look like a Panda like you do.

- You trust her. - You and her have been friends for years. She'd never see you wrong, or tell you about something that wouldn't work. - She is your best friend after all.

I'm sure you can go back through a lot of your previous purchases and track them back to phone calls, coffee chats, or asking someone close to you for advice.

The things you haven't bought, have been for the opposite reasons.

- You didn't want them at that moment in time. Or seen how important that thing was.
- They didn't work for someone you knew.
- You didn't trust the person you were talking to.

### **That's All Good And Well, But How Do You Do It?**

I get ya, you still think that there's something more. There has to be, right?

You can't just talk to someone without using some type of sales trickery, magic NLP, or some persuasion techniques to sell your products and services, right?

Thing is, most of us have cottoned onto those sales tactics. They feel false, you feel like you're being treated, and the human bond just isn't there.

So how do you segway from a story into the thing you're selling?

Sometimes you don't have to, you just tell someone that you sell some stuff, and point them toward it. - If you seem like a likeable person your customer will take the next step.

Other times, you just have to pick a story that ties into what you're selling.

That story about the bitter cough medicine you took when you were younger, might be perfect to explain that that's one thing your product doesn't do, leave a nasty taste in customers' mouths or in their wallet.

That story about when you found you could do a wheelie on your bike, could explain that you've always been a risk taker willing to go bound what most people do for their customers.

That story about your school science project when everything nearly went wrong, could be used to show that you and your business think quickly on their feet.

That story about your toy chest, and all the happy memories you had playing with them, could be used to illustrate the fact that your business also has a lot of great customer reviews - something you like to look over from time to time that makes you equally happy.

In a nutshell, anything can be tied to your business and products.

The only reason you doubt that now, is because you haven't practiced it. The more you do, the easier it gets.

### **Here's An Example.**

Take for example, the reclining seat I'm sitting on right now. - There's a great story attached to it that I could use.

The suite of furniture in our front room was bought thanks to my first payment from Amazon for my Minecraft books.

I could easily talk about how it was amazing to walk into a furniture store and buy furniture that didn't cost me a penny. - I could then lead into a product on self publishing a fiction book, or lead into a mention of my coaching services.

And all by talking about something I'm sitting in. - Because, again, we're all surrounded by stories.

It's not just your memories, it's your clothes, the books you buy, the coffee you drink, most of those purchases have a story attached with them.

Your job is to find some way to attach the story to your product.

*That halloween party was terrifying, unlike hiring you as a coach.*

*That expensive t-shirt you bought that shrunk in the wash was a waste of money, but that's one thing your customers don't say about you and your products.*

*That embarrassing moment when you called your teacher Mom, is something your customers are never going to have to go through. Because if they feel embarrassed by their purchase they can avail of your money back guarantee instantly.*

Sometimes the link is obvious and the story leads into an aspect of your product. And sometimes your product has the opposite feature to the subject of your story.

So think of associations.

- How is this story like your product/service?
- How is this story the opposite of your product/service?
- How is this story like the feeling you'd get owning your product/service?
- How is this story the opposite feeling you'd get owning your product/service?
- How is this story life advice that can be tied to your product/service?
- How is this story life advice that's the opposite to your product/service?

I'm sure you get the idea by now. But any story can be tied in some way to your product of service.

So where are your stories going to come from? You'll find lots of prompts and ideas on the next pages.

Your job, should you choose it, is to use them in all your emails, videos, blog posts, podcast episodes, or anywhere where someone will give you five minutes of their day.

Have fun!

# Your Product

- Why did you create this product? - With some many things you could be doing, why did you settle on creating this product?
- Did you have a problem you yourself needed solved that led you to create your product?
- What about other people's products? Is there a story where you worked with someone else's, and what were the results or things you learned from that product?
- Why did you create the product the way you did? - Is there a story behind the reason that it's an eBook, or a video training course? - What's the story there?
- What happened on the way to creating this product? - What were the most difficult parts of the creative process?- Talk about them.
- What about the buyers of your product? - Has anyone made any comments, given you a testimonial? Or has someone given you negative feedback?
- Can you see yourself making a follow up to that product you made? - Is there something you now realize you left out or that you could expand on?
- What's the strangest thing someone said about your product?
- If you could create a product about anything you see, what would it be, and explain how you'd fix that problem?

# You And Your Business

- Have you got a story of explaining what you do, to a friend or family member? What's been the reaction to that story?
- Why did you decide to do the thing you do? Was it always a dream of yours?
- Have any friends opened up about their dreams when they heard about what you do?
- How do people refer to you because of what you do? Are you the weird one in the family?
- What have you learned about yourself on your journey in your business?
- What if you couldn't do the thing you do? Would you go in another direction?
- What does a typical day look like for you?

# Objects And Their Stories

- Is there an object on your table that's got a story behind it?
- Do you have a favorite coffee mug? Why is it your go-to mug?
- The equipment you use, is there a reason you're stubbornly sticking to using it even though there are newer versions?
- The last electronic item you bought, why did you buy it, and what have you found from using it?
- What's on your wall? Why was it important to hang there, and is it a constant reminder to you of something?
- If there was a fire in your home, what would be the three things you'd grab and why?
- What item is irreplaceable in your home? And why is that the case?
- Do you fight technology in your home, or are you always one of the first to have new devices? What's the story behind that?
- Empty out your purse or wallet. What's in it, and why do you hold onto that object?
- What's the cheapest product you bought and love? What's the most expensive one you bought that was a waste of money?

# Shopping

- Why do you shop where you shop? What's the story with that?
- Are you a shopping list person, or do you play it by ear? Why is that the case?
- What food must be in your shopping cart on every shopping trip? How come?
- What's the weirdest thing you ever bought?
- What's the last thing you returned to a store, and why did you return it?
- Online or Offline shopping? What makes you do either?
- Have you ever impulse bought something and how did that work out for you?
- If you could only put 3 items in your shopping cart, what would they be and why?
- Have you got a great story about a family or friend's recent purchase? What happened?
- What



# Jobs

- What's been the worst job you had and why?
- What's the strangest thing your boss ever asked you to do?
- What would be your ideal job and why?
- What's the funniest experience you or a co-worker had on the job?
- What was your best boss, or worst boss like, and why was that the case?
- Had any jobs while you were still at school? What were they like?
- What's the worst customer you had? And what happened?
- What was the equipment like at work? Any stories there?
- How would you have improved your job?
- What's the craziest thing you were asked at a job interview?
- Ever do shift work? Any advice or stories there?
- What's the shortest or longest job you had? Why did you leave or stay as long as you did?
- What's the worst job you saw someone doing?
- What's a job at home you'd never do?
- What were the people you worked with like? Any characters you could talk about?
- What was the daily routine like at work?

## Other People's Stories

- What's a recent story someone told in a Facebook group?
- The last sales letter you read with a story, what happened in it?
- What's one email, tweet, or Facebook story that stands out in your mind?
- A book review that you find hard to forget. What was so memorable about it?
- What's the craziest, or best testimonial you read about a product?
- Do you read letters to the editor? What's one you still remember, and why?
- Have you watched any video content on TiK Tok, YouTube, Or Instagram and got lost in someone's story?
- What's a story your partner, or best friend rolls out again and again when they're in company?
- What's a story that came up in your local paper that you've never forgotten?

# Random

- What does the number 7 mean to you?
- What memories does the color black bring back?
- Look to your left, what do you see? Does it have a story?
- When's the last time you played a card game?
- What's a smell that has a lasting memory attached to it?
- What's on your refrigerator door and why?
- What junk mail did you receive this week? Did it grab your attention? Why so?
- Got any toys from your childhood? Why do you still hold onto them?
- What's in the glove compartment of your car?
- The house is on fire, what's the first object you grab and why?
- Ever been in a car crash?
- You're in the zoo. What's the first animal you want to see and why?
- What happened in last night's dream.
- What's the headline in the local paper today? Does that thing anger you?
- When's the last time you threw up? Was it self-inflicted?
- What's the craziest thing, or stupidest thing you said when you were drunk?
- What's the last thing you were teased about by your family?
- You're known as the '.....' in the family? Why is that?
- You're given a superpower? What is it and why?
- What's the weirdest food combination you've ever eaten?
- What's a tourist spot close to your home? Any stories there?
- What's a superstition you still believe in?