

storyselling

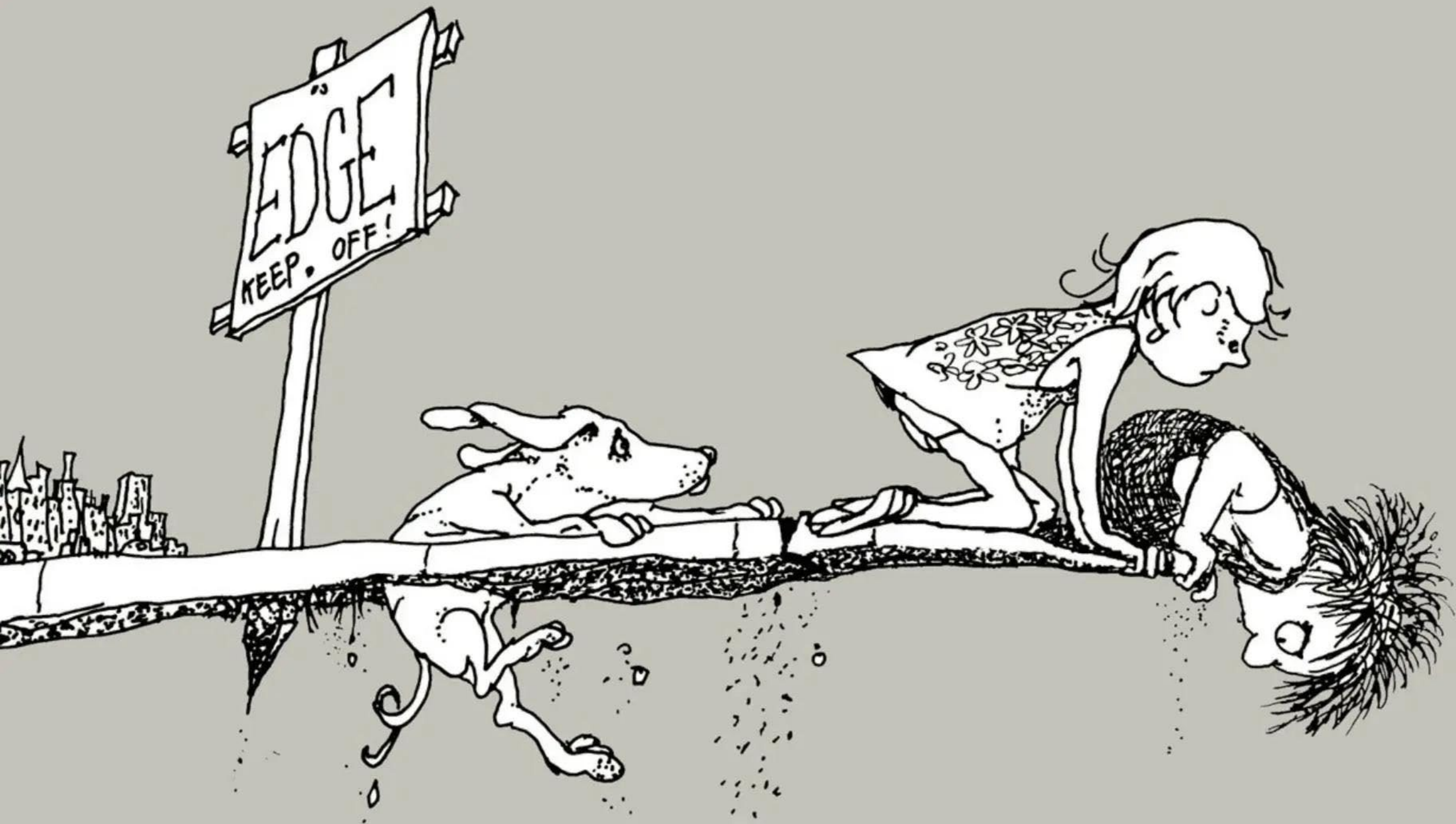
the art of telling your brand value proposition story

valeriegarcia.com











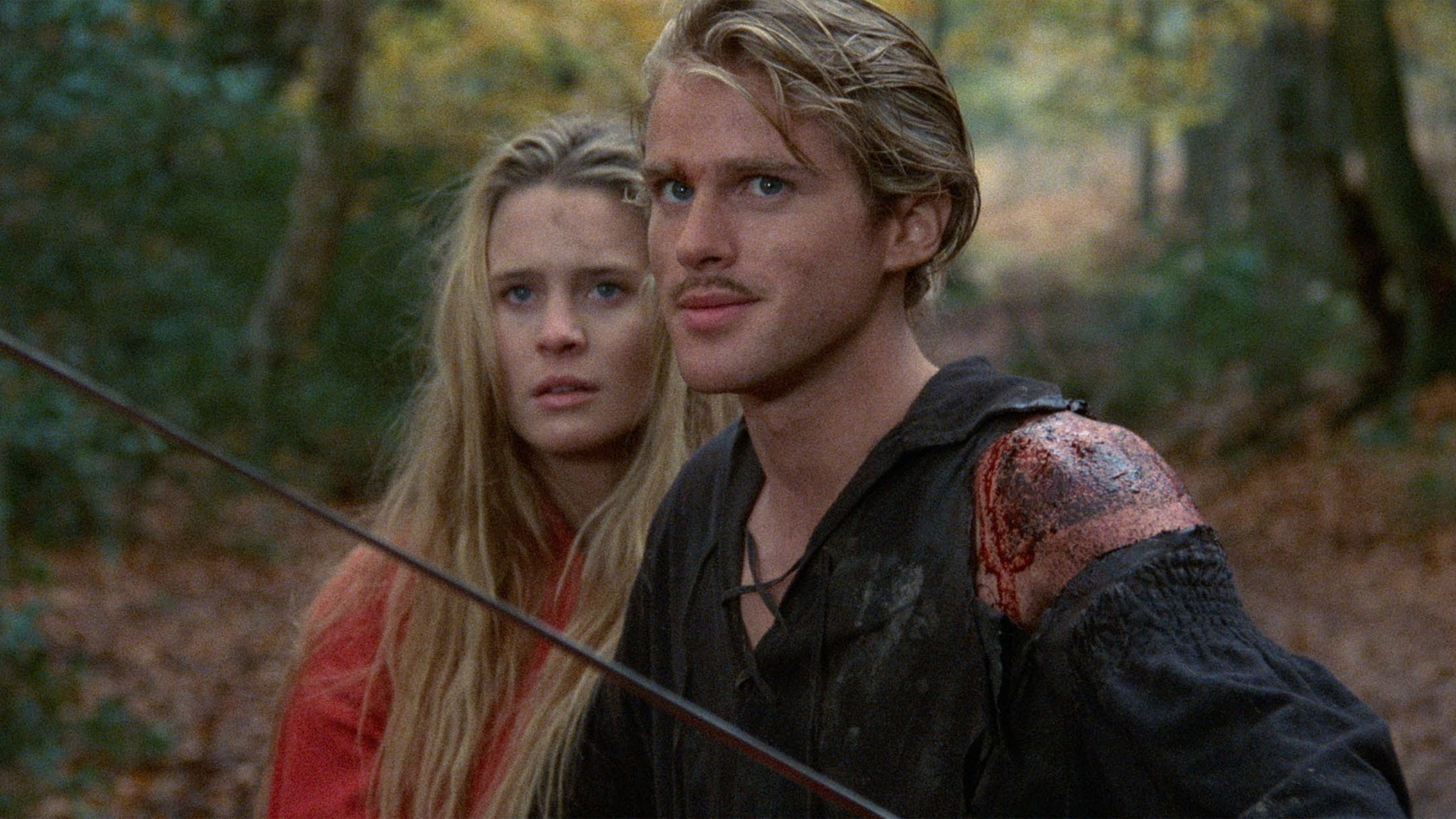




























NO
PARKING
8:30 TO 12:30
AM
MONDAY
STREET SWEEPING

eted the
scribed by
study

and is therefore entitled to this

Diploma

seventh day of June, one thousand



buy

selling











688



buy

ideas

education

dreams

goals

belonging

meaning

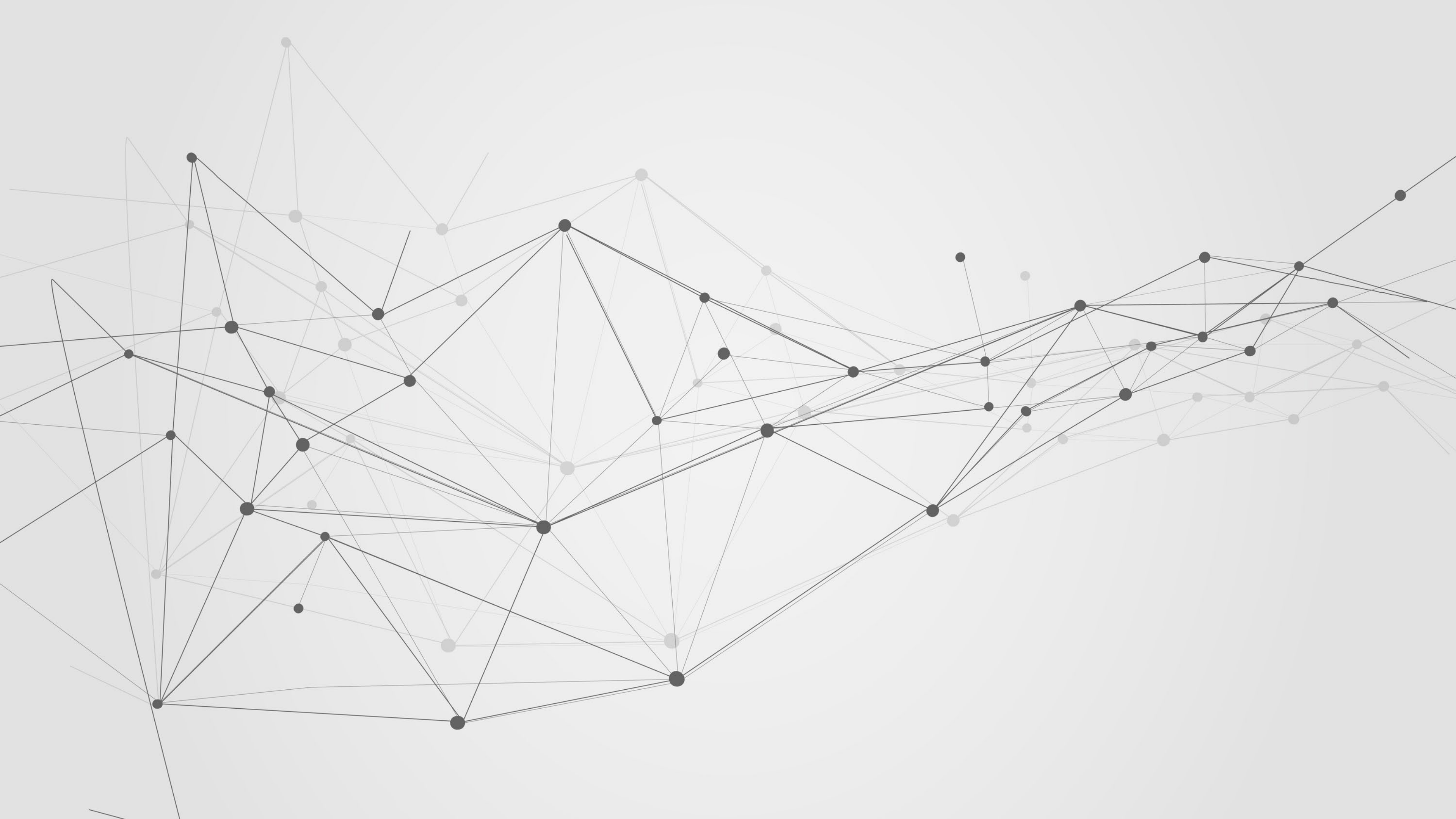
job

career

home

why

buy















why

buy

people don't buy because of
who *they* are

people don't buy because of
who *they* are

they buy because of who
they want to become











who they want to become









688





richer

happier

successful

different

better

settled

accomplished

meaningful

creative

why

What your customers really buy

What your customers really buy
is a better version of themselves

richer
athletic
happier
successful
settled
accomplished
meaningful
creative
contributing

stories

stories inspire the listener to change...

the way we feel

the way we think

the way we act

the way we behave

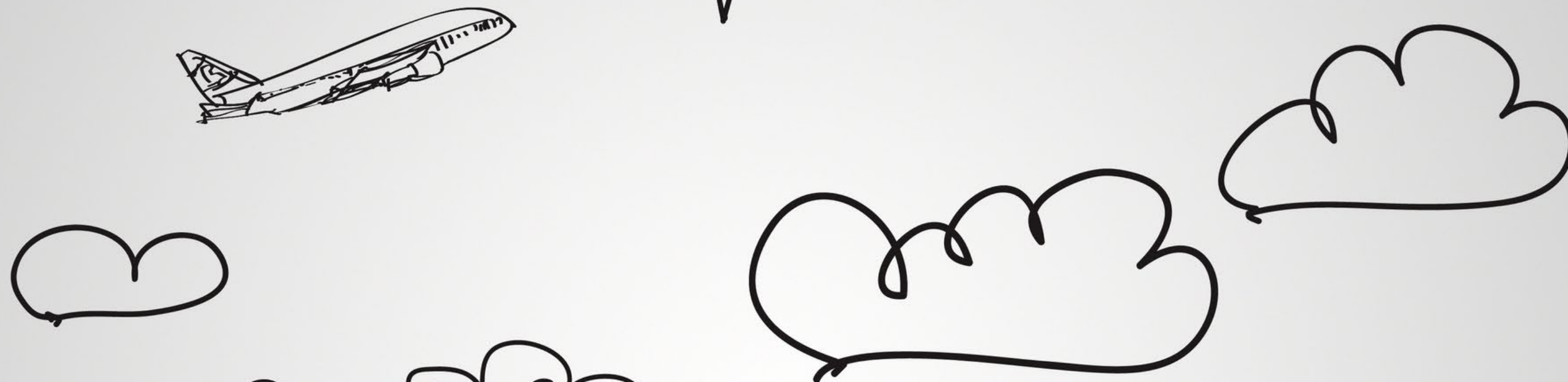
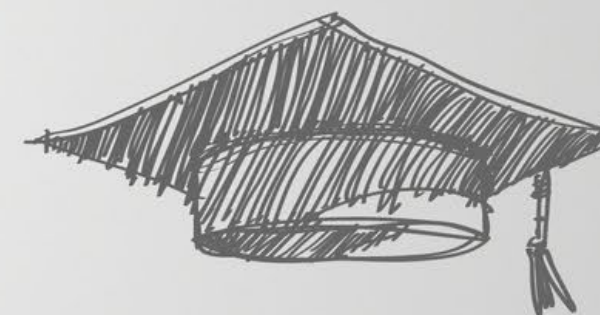
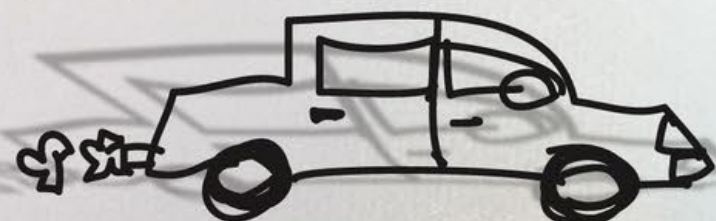
stories inspire the listener to change...

the way we feel

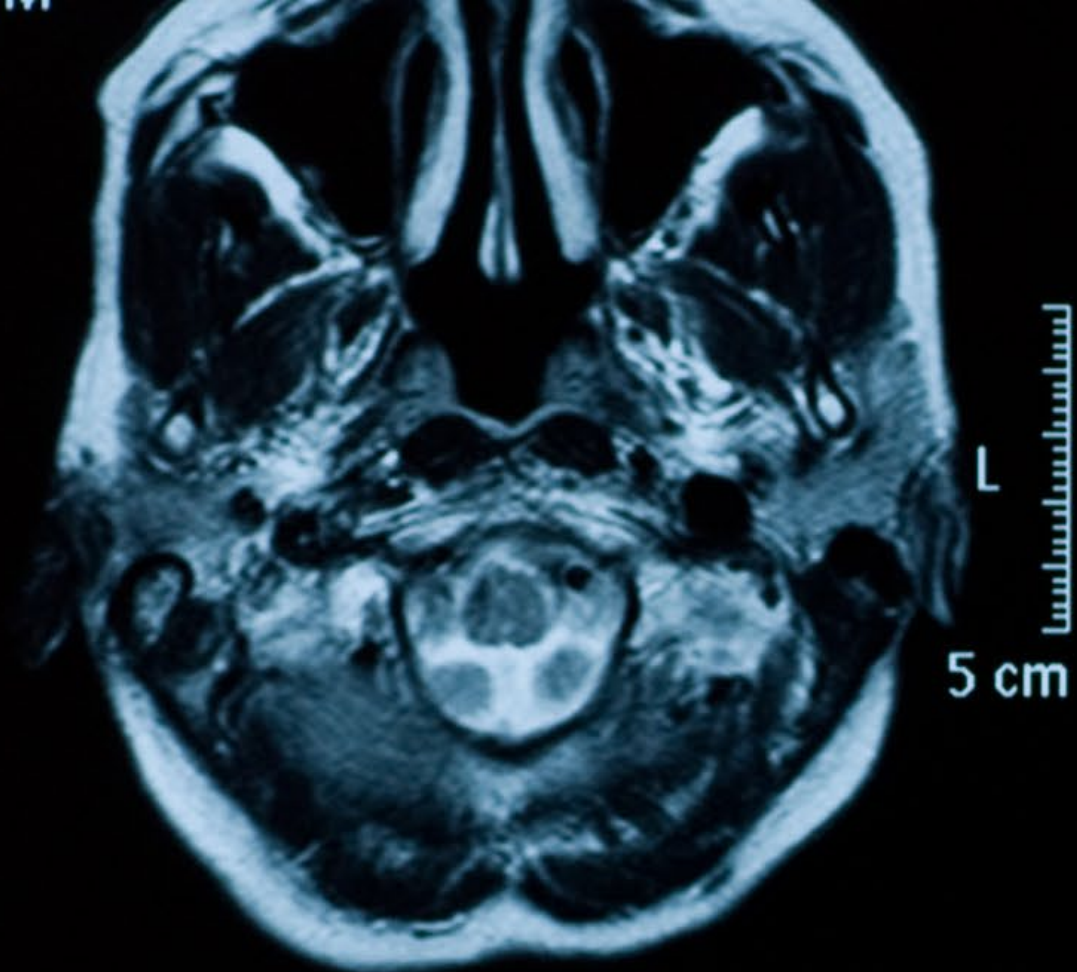
the way we think

the way we act

the way we behave

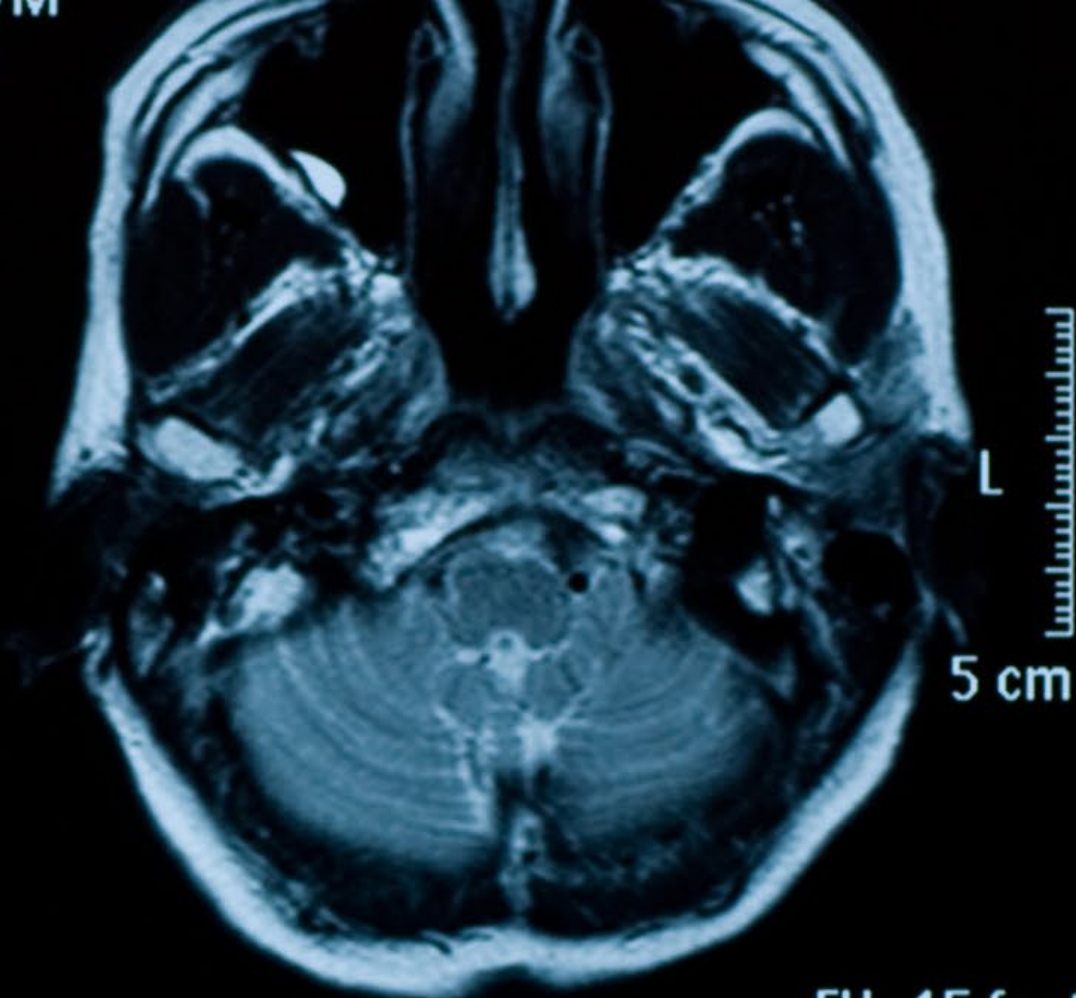


TSE/M
SI 1



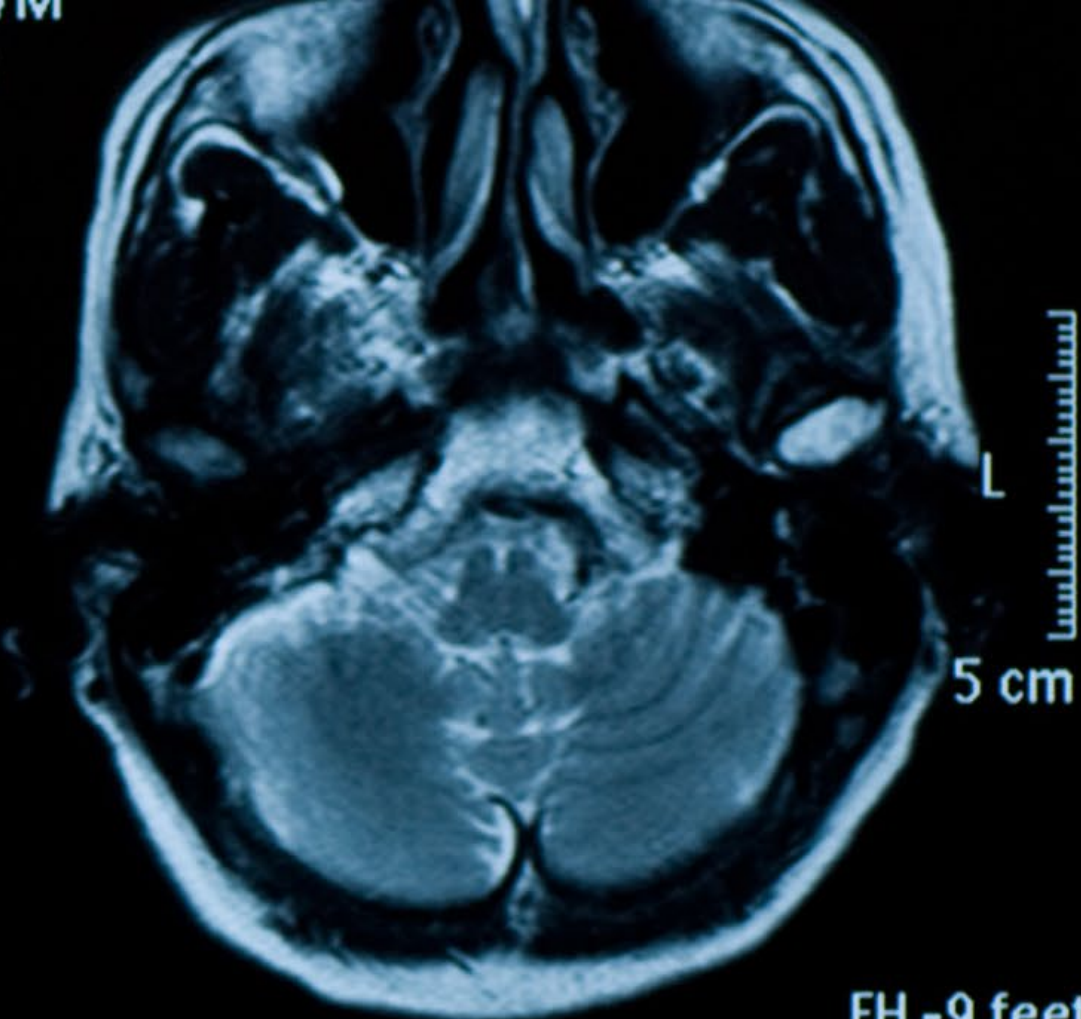
FH -22 feet

TSE/M
SI 2



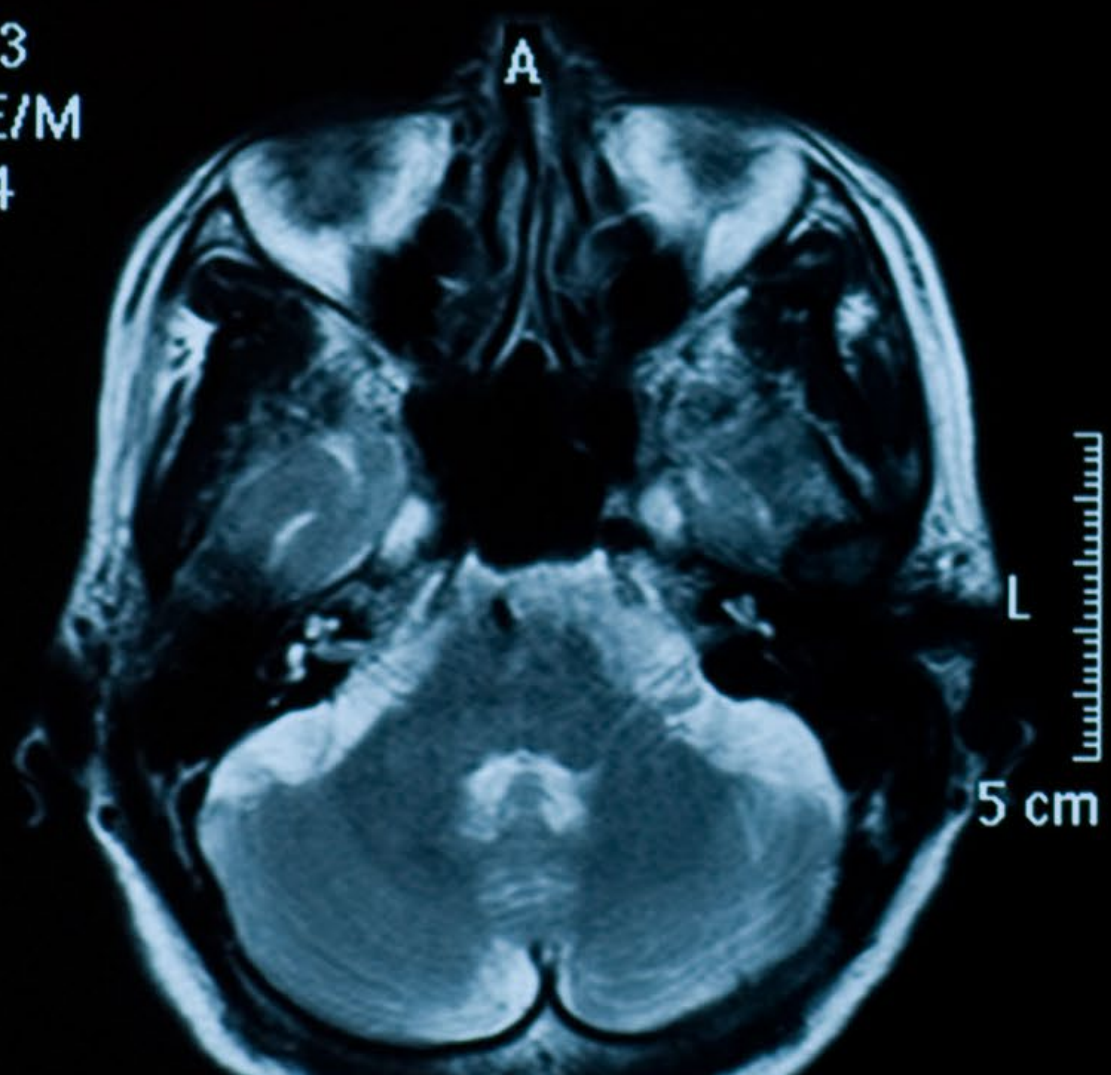
FH -15 feet

TSE/M
SI 3

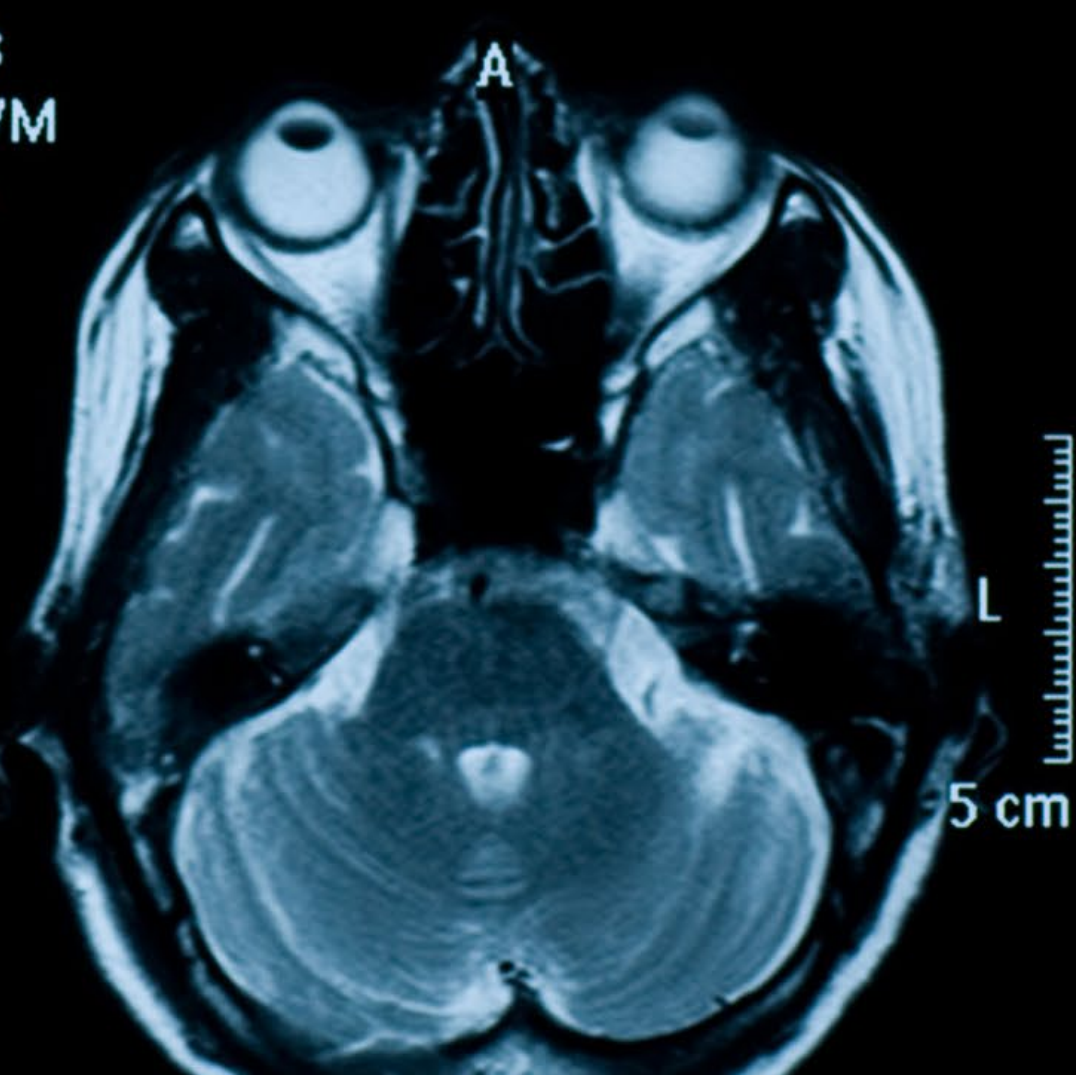


FH -9 feet

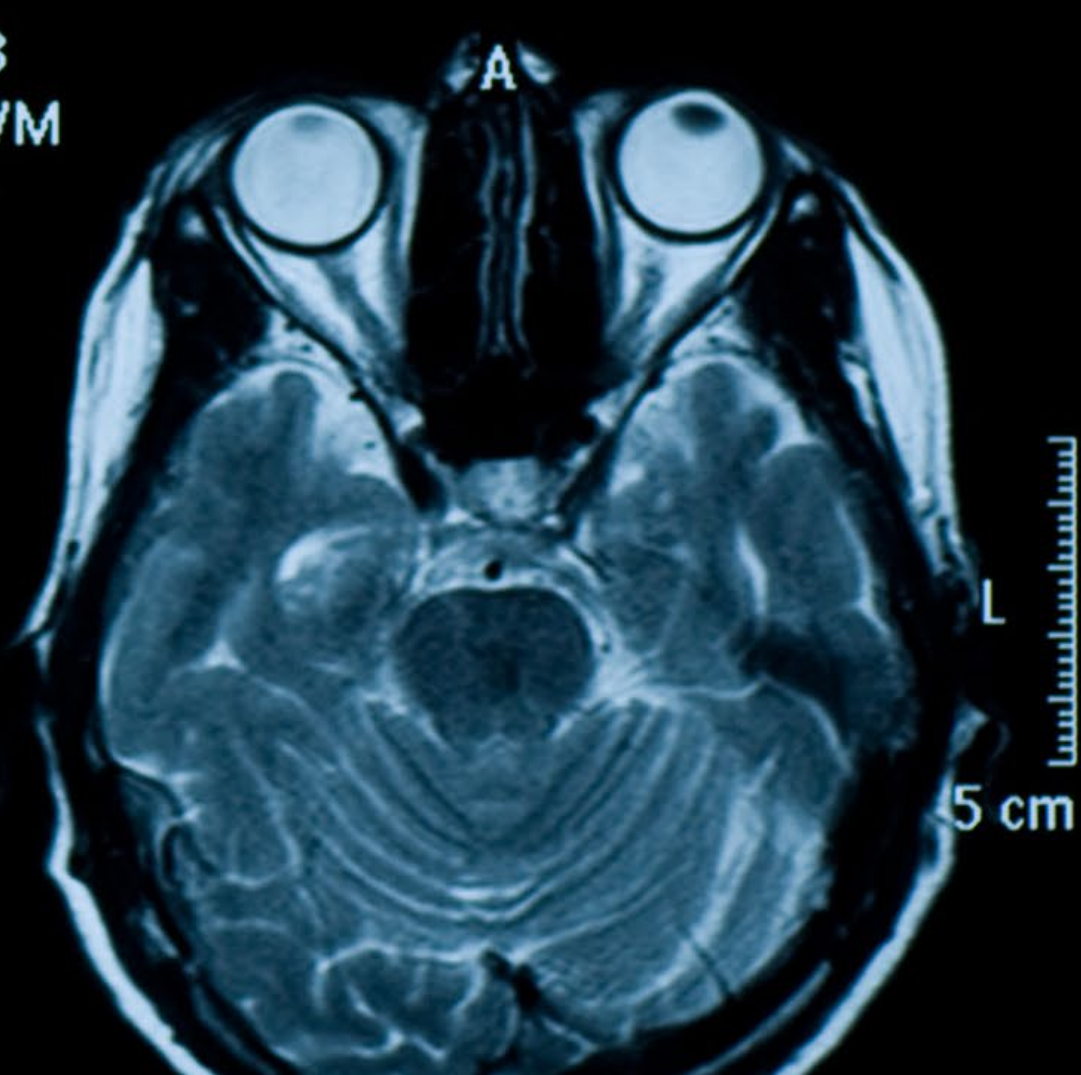
Sc 3
TSE/M
SI 4



Sc 3
TSE/M
SI 5



Sc 3
TSE/M
SI 6





13 marketing stories you should be telling

1

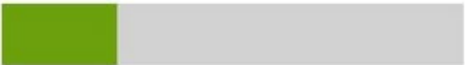
At some point, the pain of not doing something becomes greater than the pain of doing it.

Tell the story of the solution to the pain.



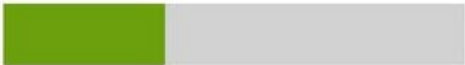
5 EXCUSES MEN USE TO AVOID GOING TO THE DOCTOR

Among men surveyed in MENTion It:



20%

said they have not been completely honest with their physician in the past.



50%

said they participate in preventative care.



72%

said they would rather clean a bathroom than go to the doctor.





“Bro-ifying” health: this ‘man cave’ is getting more men to go to the doctor 0

By Annie Donaldson on May 17, 2019

Health & Wellbeing

Medical News

Imagine: you’re lounging on a leather couch while watching sports on a 70-inch flat screen TV, surrounded by signed memorabilia from some of the greatest sportspeople of all time, and there’s free coffee on tap.

What is their pain?

What is the solution to that pain?

What is that story?

2

We are more likely to notice things that stand out.

Tell the story of *how you are different*.

RXBAR®

**12 G.
PROTEIN BAR**

3 Egg Whites

6 Almonds

4 Cashews

2 Dates

No B.S.

**Vanilla
Almond**



NET WT 1.83oz (52g) ®

How are you different?

What is that story?

3

It's not about the features. It's about the future.

Tell the story of a different future.

Adsum

TIMEX



Know the time without seeing you have 1,249 unanswered emails.

LAMAR

2532

What does the future look like when they
join you?

What is that story?

4

The more we see something, the more we come to like and trust it.

Tell your story consistently,
in the places your audiences hang out.

REPURPOSED

MEAL PREP



taco salad

taco mac

Repurposed

Leftovers



beef chili

nachos

What do they need to hear consistently?

What is that story?

5

We're drawn to statements that feel personal.
(Even if they could actually apply to anyone).

Tell a story they **can relate to**.



3 Simple Ways TO FIND CLARITY WHEN YOU'RE FEELING STUCK

IMBUSYBEINGAWESOME.COM



WHAT TO DO WHEN YOU FEEL
STUCK IN YOUR CAREER



What truth applies to every single client?

What is that story?

6 It's lazy marketing to simply talk about what you sell.

Don't tell the story of the thing.

Tell the story of what the thing **helps them do/be/accomplish**.



The packaging for Wild Night Sex Gummies is a dark, textured card. On the left is a black pouch with the 'HOUSE OF WISE' logo and wavy lines. The word 'SEX' is printed in large white letters at the bottom of the pouch. To the right of the pouch, the words 'WILD NIGHT' are printed in large white letters, with the 'HOUSE OF WISE' logo to their right. Below the title, a paragraph describes the ingredients: 'Partner is optional. Pleasure is not. House of Wise Sex Gummies are made with 200mg horny goat weed extract + 100mg maca root extract + 10mg ashwagandha extract to promote desire + 15mg of full-spectrum hemp-derived CBD in every gummy.' Below this is a QR code and the text 'Directions: Take one 30 mins before play. Pairs nicely with a bath + Frank Ocean.' and 'SCAN HERE TO INQUIRE ABOUT OUR WISE WOMEN VIP CREATOR PROGRAM'.

HOUSE OF WISE

WILD NIGHT

Partner is optional. Pleasure is not. House of Wise Sex Gummies are made with 200mg horny goat weed extract + 100mg maca root extract + 10mg ashwagandha extract to promote desire + 15mg of full-spectrum hemp-derived CBD in every gummy.

Directions: Take one 30 mins before play. Pairs nicely with a bath + Frank Ocean.

SCAN HERE TO INQUIRE ABOUT OUR WISE WOMEN VIP CREATOR PROGRAM



The packaging for Mild Night Sleep Gummies is a white card. On the left is a white pouch with the 'HOUSE OF WISE' logo and wavy lines. The word 'SLEEP' is printed in large black letters at the bottom of the pouch. To the right of the pouch, the words 'MILD NIGHT' are printed in large black letters, with the 'HOUSE OF WISE' logo to their right. Below the title, a paragraph describes the ingredients: 'For the woman who has big dreams but can't sleep. House of Wise Sleep Gummies are made with 5mg melatonin and full-spectrum hemp-derived CBD in every gummy.' Below this is a QR code and the text 'Directions: Take one 30 mins before bed. Pairs nicely with a bath + do not disturb mode.' and 'SCAN HERE TO INQUIRE ABOUT OUR WISE WOMEN VIP CREATOR PROGRAM'.

HOUSE OF WISE

MILD NIGHT

For the woman who has big dreams but can't sleep. House of Wise Sleep Gummies are made with 5mg melatonin and full-spectrum hemp-derived CBD in every gummy.

Directions: Take one 30 mins before bed. Pairs nicely with a bath + do not disturb mode.

SCAN HERE TO INQUIRE ABOUT OUR WISE WOMEN VIP CREATOR PROGRAM

What do you help them accomplish?

What is that story?

7

The first piece of information we see often sets our expectation of value.

Tell the story *specifically and intentionally*.



Mailchimp Recommends

Premium

Advanced features for pros who need more customization.

Starts at

\$299

/month*

[Buy Now](#)

***Overages** apply if contact or email send limit is exceeded.

[Learn more](#)

Everything in Standard, plus:

✓ Advanced Segmentation

Standard

Data-driven automation and optimization tools for businesses that want to grow faster.

Starts at

\$17

/month*

[Buy Now](#)

***Overages** apply if contact or email send limit is exceeded.

[Learn more](#)

Everything in Essentials, plus:

Customer Journey Builder +

Essentials

Great for email-only senders who want around-the-clock support.

Starts at

\$11

/month*

[Buy Now](#)

***Overages** apply if contact or email send limit is exceeded.

[Learn more](#)

Everything in Free, plus:

Email & Landing Page

Free

All the multi-channel tools you need to build your business and grow your audience.

\$0

/month*

[Sign Up Free](#)

*Sending will be paused if contact or email send limit is exceeded.

[Learn more](#)

Everything you get with Free:

✓ Marketing CRM

What is the first thing you want your customer to know?

What is that story?

8

We are naturally more trusting of authority figures & we're more trusting of stuff that other people already trust.

Tell the story **from another's viewpoint**.



“Jeremy Gutsche
is an intellectual
can of Red Bull”

—CEO of Omnicom

The
New York
Times
BESTSELLER

#1
amazon
BESTSELLER

NBC

Microsoft
intel

WELLS
FARGO
Morgan Stanley

GM

Coca-Cola

Calibany
& General
MARS

CISCO

Deloitte
EMC

Hertz
Mars

AMERICAN
EXPRESS

HUGHES
MONSTER

IBM

kraft foods

HYATT

PETSMART

Turner

SONY

Digital River
Nestle
Chicago Tribune

PEPSICO

MATTEL
KPMG
VICTORIA'S
SECRET

What do others say about you?

What is that story?

9

We're more likely to agree to a bigger request after already agreeing to a small one.

Tell the story *in smaller pieces*.

Try Alpaca Fiber For Free.

HERE'S HOW IT WORKS:



CHOOSE ONLINE

Select the "Try Before You Buy" option when adding to cart.



TRY AT HOME

Experience the difference of Alpaca Fibre from the comfort of your home.



LOVE IT? KEEP IT!

You'll only be charged at the end of your 5-day trial.

What is a small first step toward working with you?

What is that story?

10

We place a higher value on things when they're in limited supply.

Tell the story of what they'll miss out on.



Bode Nashville

[Downtown Nashville, Nashville](#) • [Show on map](#) • 0.3 miles from center

King Studio

Private studio • 1 bathroom • 19m²

1 king bed

Free cancellation

You can cancel later, so lock in this great price today!

Only 3 left at this price on our site

Excellent **8.7**
640 reviews

Location 9.4

1 night, 2 adults

\$389

[See availability >](#)

Home > Smartwatches > Smartwatch news > Apple Watch Series 7

Apple Watch Series 7 may only be available in limited quantities at launch, with delay fears still looming



Conor Allison, Reviews editor ✉ • 6 September 2021 • Rumour

POCKET-LINT



What are they going to miss out on?

What is that story?

1 1

We're more likely to do something if everyone else is doing it.

Tell the story of what others are doing/becoming.



What happens to people when they join
you?

What is that story?

12

We're more motivated to avoid losses
then we are to receive gains.

Tell the story of what they could lose.



Valerie, thank you for being a member with us. Take a look back at your journey with Prime.

————— You still have **81 days left** to enjoy your Prime benefits until the next billing cycle —————

Your benefit usage

PRIME BENEFITS USED: **PAST 12 MONTHS** | PAST 30 DAYS



59

Packages shipped for
free with **Prime**
Delivery



19

Movies and TV shows
watched with **Prime**
Video



0

Songs listened to with
Amazon Music Prime.
Start listening now!

Does not include Add-On subscription usage from Amazon Music Unlimited Plan, and Prime Video Rentals or channel subscriptions.

What will they lose if they don't join you?

What is that story?

13

When we receive unexpected value we feel joy.

Tell the story of the unexpected.

You don't have to choose between selling
painkillers or vitamins.

You don't have to choose between selling
painkillers or vitamins.

You can also sell candy.
And people love candy.



What unexpected delight will feel like
candy to your customer?

What is that story?

Marketing gets people's attention.

But storytelling gets them to trust you &
remember you.



who do they want to become?

who can *you help* them become?











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help them imagine themselves *there*

start storyselling

valeriegarcia.com



how to **start** storyselling

bit.ly/startstoryselling

How to **start** storyselling

1. What is the solution to their pain?
2. What is a triggering event for your customer?
3. How are you different?
4. What does the future look like when they work with you?
5. What do they need to hear consistently?
6. What truth applies to every single client?
7. What do you help them accomplish?
8. What is the first thing you want your customer to know?
9. What do others say about you?
10. What is a small first step toward working with you?
11. What are they going to miss out on?
12. What have others experienced when working with you?
13. What will they lose if they don't work with you?
14. What unexpected delight will feel like candy to your customer?

Tell that story.

subscribe

Valerie Garcia
valeriegarcia.com

