

**15 DAY Online
Business Builder**

CHALLENGE



FB AD TEMPLATES

**Ensure you get results and
stay compliant!**

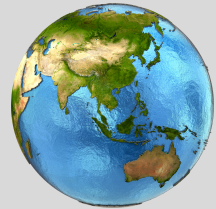
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THE ART & SCIENCE OF STORYTELLING

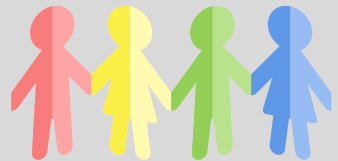
**Stories are the oldest
human form of
communication**



**They are universal and
go across language and
culture**



**From a young age, we
are trained to recognize
stories as a pattern just
like shapes and colors.**



**STORIES ARE WHAT CONNECT US. THEY
PROVIDE COMMON GROUND AND LET
US UNDERSTAND THE WORLD.**

Good Stories Compel People To Change



The Way We Feel
Stories demand an
emotional investment

The Way We Think
Stories pique and hold
interest

The Way We Act
Stories bring energy to the
message

The Way We Behave
Stories cause us to take
action

FACTS TELL.
STORIES SELL.

WE ARE ALL STORYTELLERS.
STORYTELLING IS A LEARNED
ART.

GOT STORIES?
MATCH THE STORY TO YOUR CHANNEL
AND BRING YOUR CONTENT TO LIFE



PAID MARKETING

WHAT IS A FACEBOOK STORY AD?

YOUR STORY UNDER 1000 WORDS



CAPTURE PAGE



BRIDGE PAGE



SALES PAGE

WHY USE A STORY AD?

- Everyone has a story. And your's will be unique to you, meaning no competition.
- 92% of consumers want brands to make ads that feel like a story, something they can connect with.
- More brands are moving towards content marketing.

STORYTELLING & SELLING STRUCTURE

Intro: Your 1st sentence should have a **KEYWORD** that relates to the audience that you are targeting.

- Create some empathy that talks specifically to them. (your challenges, your life wasn't always like this).
- Tell them a reason why they should listen to you
- **Talk about their problems** and how you can solve them in short. You talk about them in your own experience. Create empathy by talking about your struggles.

STORYTELLING & SELLING STRUCTURE

- **You talk about them in your own experience. Create empathy by talking about your struggles. (“I want to share with you how I got to where I am today.”) Share personal story that “relates to that niche audience”.**
- **Talk about your dreams and passions you had. Talk about your failed attempts in life because if you are perfect nobody relates.**
- **Talk about your transformation - personal, mindset. (People don’t care about achievement, people care about transformation)**

STORYTELLING & SELLING STRUCTURE

Start “pre framing” them for what it is you want to offer them.

- “One day I was doing xyz and I discovered this....”,
“I found xyz that changed how I did/view/ this...”
“I was looking for xyz, and here’s what I found...”
- Where were you before you found xyz?
- What changed now, after you found and implemented/used xyz product or service?

WHY YOU?

Why are you different? Why do you care? (“I want to pay it forward and share the same opportunity that changed my life and I am confident it will help them too”, “I want to help others to be free, live their dreams, etc”)

CALL TO ACTION

“If you want to learn more about “this xyz”, visit “YourLinkHere.com” (insert the link to your capture page), leave a comment or send me a message.”