

Selling with Stories

Discover the Simplest, Most Effective Way to Persuade, Influence and Sell
(all while making people LOVE and Remember You)



Tyson Zahner

Why Stories?

- Entertaining
- Engaging
- Attention Grabbing (works great even on cold traffic)
- Emotional Impact
- Moves People to Action
- Memorable
- Teaching without Preaching
- Establishes Credibility (you can tell your own story or someone else's)
- Relaxes the Listener (put down their defenses)
- Engages the heart & mind (appeals to intellect and emotions)
- Not “pitchy”
- Facebook (the platform and the user) LOVES them
- Can be used to get around compliance issues
- Positions you as a value creator, problem solver and consultant
- Allows buyers to open up and share their own story (or see themselves in yours)

Stories Influence, Persuade
and Sell without Feeling like
a Pitch or Promotion

Father Forgets – by W. Livingston Larned

"Listen, son: I am saying this as you lie asleep, one little paw crumpled under your cheek and the blond curls wet on your damp forehead.

I have stolen into your room alone. Just a few minutes ago, as I sat reading my paper in the library, a stifling wave of remorse swept over me. Guiltily I came to your bedside.

There are the things I was thinking, son: I had been cross to you. I scolded you as you were dressing for school because you gave your face merely a dab with a towel. I took you to task for not cleaning your shoes. I called out angrily when you threw some of your things on the floor.

At breakfast I found fault, too. You spilled things. You gulped down your food. You put your elbows on the table. You spread butter too thick on your bread. And as you started off to play and I made for my train, you turned and waved a hand and called, "Goodbye Daddy!" and I frowned, and said in reply, "Hold your shoulders back!"

Then it began all over again in the late afternoon. As I came up the road I spied you, down on your knees playing marbles. There were holes in your stockings. I humiliated you before your boyfriends by marching you ahead of me to the house. Stockings were expensive - and if you had to buy them you would be more careful! Imagine that, son, from a father!

Do you remember, later, when I was reading in the library, how you came in timidly, with a sort of hurt look in your eyes? When I glanced up over my paper impatient at the interruption, you hesitated at the door. "What is it you want?" I snapped.

You said nothing, but ran across in one tempestuous plunge, and threw your arms around my neck and kissed me, and your small arms tightened with an affection that God had set blooming in your heart and which even neglect could not wither. And then you were gone, pattering up the stairs.

Well, son, it was shortly afterwards that my paper slipped from my hands and a terrible sickening fear came over me. What has habit been doing to me? The habit of finding fault, of reprimanding - this was my reward to you for being a boy. It was not that I did not love you; it was that I expected too much of youth. I was measuring you by the yardstick of my own years.

And there was so much that was good and fine and true in your character. The little heart of you was as big as the dawn itself over the wide hills.

This was shown by your spontaneous impulse to rush in and kiss me good night. Nothing else matters tonight, son. I have come to your bedside in the darkness, and I have knelt there, ashamed!

It is a feeble atonement; I know you would not understand these things if I told them to you during your waking hours.

But tomorrow I will be a real daddy! I will chum with you, and suffer when you suffer, and laugh when you laugh. I will bite my tongue when impatient words come. I will keep saying as if it were a ritual: "He is nothing but a boy - a little boy!"

I am afraid I have visualized you as a man. Yet as I see you now, son, crumpled and weary in your cot. I see that you are still a baby. Yesterday you were in your mother's arms, your head on her shoulder. I have asked too much, too much."



“People don’t believe what you tell them. They rarely believe what you show them. They always believe what they tell themselves.”

~ Seth Godin, entrepreneur and author

The Most Influential Man Who Ever Lived?



Why This Matters to Us as Marketers



Offer

Proof

Credibility

Desire

Logic



The Combination to Unlock the Wallet is ...



P D L O C

Download These 4 Bonuses

1. 11 Ways to Establish Credibility Even if You're Brand New
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4. Swipe Two of Tyson's Best Performing "Story Style" Facebook Ads



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Offer



A diagram illustrating the components of a successful offer. At the center is a rustic, four-legged wooden stool. The word "Offer" is written in large, bold, white letters with a black outline on the top surface of the stool. Four arrows point towards the stool from the surrounding text: "Proof" from the top-left, "Credibility" from the top-right, "Desire" from the bottom-left, and "Logic" from the bottom-right. The stool is made of weathered, light-brown wood with visible grain and some fraying at the edges of the legs.

Proof

Credibility

Desire

Logic

Offer

Proof

Credibility

Desire

Logic



“I made mistakes in drama. I thought drama was when actors cried. But drama is when the audience cries.”

~ Frank Capra, film director
(It's a Wonderful Life)



#1 Rule of Storytelling for Conversions



Understand What
Your Listener is
Most Interested in

Stories for Advertising

- **The Underdog Story** – Story of someone who succeeded despite all odds being against them or everyone doubting them.



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"Can he really play?" a girl whispered.
 "Heavens no!" Arthur exclaimed. "He
 never played a note in his life."

They Laughed When I Sat Down At the Piano But When I Started to Play!—

ARTHUR had just played "The Rosary." The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, I strode confidently over to the piano and sat down.

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single note.

musician himself were speaking to me—speaking through the medium of music—not in words but in chords. Not in sentences but in exquisite melodies!

A Complete Triumph!

As the last notes of the Moonlight Sonata died away, the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How my friends carried on! Men shook my hand—wildly congratulated me—pounded me on the back in their enthusiasm! Everybody was exclaiming with delight—plying me with rapid questions. . . . "Jack! Why didn't you tell us you could play like that?" . . . "Where did

the lessons continued they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease! And I never did have any special talent for music!"

Play Any Instrument

You too, can now *teach yourself* to be an accomplished musician—right at home—in half the usual time. You can't go wrong with this simple new method which has already shown 350,000 people how to play their favorite instruments. Forget that old-fashioned idea that you need special



Tyson Zahner

Sponsored (demo)



Yes, it's true. My (now former) upline had a "my-way-or-the-highway" attitude when it came to how they wanted their team to build a network marketing business.

And when they found out I had been using the internet, they were NOT happy.

In fact, my upline sponsor actually sent out a group text message to the entire team scolding and shaming me for going online to generate leads....

[Continue Reading](#)



My Upline Scolded Me For Using the Internet, and then THIS Happened...

Once Simple Change Made All the Difference ... Watch the Video Now

SUCCESSWITHTYSON.COM

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1.4K

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Like

Comment

Share

Stories for Advertising

- **The Underdog Story** – Story of someone who succeeded despite all odds being against them or everyone doubting them.
- **The Horrible-(or Embarrassing)-Thing-That-Happened-Story** ... Horror story of something that went horribly wrong and could have been avoided (or was avoided)



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Sponsored (demo) 



If you've ever struggled to generate leads for your home business, this story ought to make your blood boil!

(and if it prevents even one person from being duped by a so-called "lead generation company", then my story's not completely in vain)

You see, in the early days of my direct selling and network marketing pursuits, I was constantly looking for people to talk to about my business ...
... See More



   752

82 Comments 79 Shares



Like



Comment



Share

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- **Winners vs. Losers** – “The Tale of 2 _____” - Compare two people who made contrasting decisions and ended up with very different results



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THE WALL STREET JOURNAL.

The daily diary of the American Dream.

22 Cortlandt Street/New York, New York 10007

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both—as young college graduates are—were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

What Made The Difference

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't always a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lies in what each person knows and how he or she makes use of that knowledge.

And that is why I am writing to you and to people like you about The Wall Street Journal. For that is the whole purpose of The Journal: To give its readers knowledge—knowledge that they can use in business.

A Publication Unlike Any Other

You see, The Wall Street Journal is a unique publication. It's the country's only national business daily. Each business day, it is put together by the world's largest staff of business-news experts.

Each business day, The Journal's pages include a broad range of information of interest and significance to business-minded people, no matter where it comes from. Not just stocks and finance, but anything and everything in the whole, fast-moving world of business... The Wall Street Journal gives you all the business news you need—when you need it.

Knowledge Is Power

Right now, I am reading page one of The Journal. It combines all the important news of the day with in-depth feature reporting. Every phase of business news is covered, from articles on inflation, wholesale prices, car prices, tax incentives for industries to major developments in Washington, and elsewhere.

(over, please)

And there is page after page inside The Journal, filled with fascinating and significant information that's useful to you. A daily column on personal money management helps you become a smarter saver, better investor, wiser spender. There are weekly columns on small business, marketing, real estate, technology, regional developments. If you have never read The Wall Street Journal, you cannot imagine how useful it can be to you.

Much of the information that appears in The Journal appears nowhere else. The Journal is printed in numerous plants across the United States, so that you get it early each business day.

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About those two college classmates I mention at the beginning of this letter: They were graduated from college together and together got started in the business world. So what made their lives in business different?

Knowledge. Useful knowledge. And its application.

An Investment In Success

I cannot promise you that success will be instantly yours if you start reading The Wall Street Journal. But I can guarantee that you will find The Journal always interesting, always reliable, and always useful.

Sincerely yours,



Peter R. Kann
Executive Vice President/
Associate Publisher

PRK:vb
Enc.

P.S. It's important to note that The Journal's subscription price may be tax deductible.

Winners vs. Losers – Wedding Photography Example

Dear Future Bride,

Allow me to tell you the story of two young women who are probably a lot like you ...

They were both in their 20s, recently engaged, madly in love, and excited to start planning the “big day”. In fact, leading up to their wedding days, you would notice very few differences between them.

Unfortunately, when the wedding day was over ... the differences were all-too evident.

One bride cried for days after receiving her wedding photos and even today, years later, she feels incredible regret when she thinks about them. Her wedding photos turned out dark and dull. The posing is awkward. The shots look amateurish. To top it off, several memories from her day were omitted entirely because the photographer missed the opportunity to capture them or forgot about them completely ... leaving her with nothing more than a faded memory of these once-in-a-lifetime moments.

The second bride, on the other hand, beams with pride as she shows her wedding photos to her girlfriends and family members. The colors are rich and saturated. The posing is unique and creative. Her photographer captured candid moments that she didn't even realize were happening as she was caught up in the busyness of her day. Today, she shows off her wedding album every chance she gets because everyone who sees it expresses awe at the beauty of her photos. Her girlfriends speak with hidden jealousy in their voices as they ask, “who was your photographer?” But perhaps the one thing she's most delighted with above all else ... is simply knowing that she has a family heirloom to share with her children and grandchildren one day.

So what made all the difference?

Well, the first bride shopped for her photographer on a single criteria ... price. She figured as long as he had a 'Nice camera', it would be good enough.

Unfortunately, she failed to recognize something very important.

When the wedding is over, only 3 things really remain: the rings, the memories and the photos.

The food is eaten, the cake is gone, the dress is never worn again, the flowers die, etc.

This fact was not lost at all on the second bride. For this reason, she decided to shop for her photographer on more than price alone. She took the time to research a photographer who had plenty of experience. One who consistently produced amazing photographs and whose

work she loved.

Not only did the second bride end up with amazing photographs from her investment, she also had peace of mind on her wedding day knowing that she was in capable and experienced hands. Can you even put a price tag on peace of mind?

Sure, the first bride saved a few dollars up front but what did it really cost her in the long run?

Now, if you think this story is overly dramatic or some sort of an exaggeration, I'm here to tell you it's not.

As a professional photographer who has shot over 200 weddings, I hear (and see) stories like this all the time.

Many of our satisfied clients tell us horror stories of their girlfriends who decided to skip on their photography budget only to be devastated later. We've had women come to us after receiving their wedding photos from another photographer asking if we can “photoshop” them to look better.

We've even had others go so far as trying to re-create a small portion of their wedding and asking if they could hire us to re-shoot it for them since they were so disappointed in their original photographer.

But let's face it ... you can't re-create your wedding day.

It only happens once.

There are no do-overs.

Do you really want to put that kind of responsibility into the hands of anyone other than an experienced and creative professional?

Of course you don't.

Because you want to have peace of mind on your wedding day and confidence in knowing that your photographer will create photos that are as unique as you are.

...

Stories for Advertising

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- **The Horrible-(or Embarrassing)-Thing-That-Happened-Story** ... Horror story of something that went horribly wrong and could have been avoided (or was avoided)
- **Winners vs. Losers** – “The Tale of 2 _____” - Compare two people who made contrasting decisions and ended up with very different results
- **The Curiosity Story** – How I [got a great a great result] from this [strange/counterintuitive thing] - “How a strange accident saved me from baldness” or “How I Started a New Life With \$7”
- **The Frustration Story** – I was sick of [this problem] so I tried [this solution]

Ask Yourself These Questions

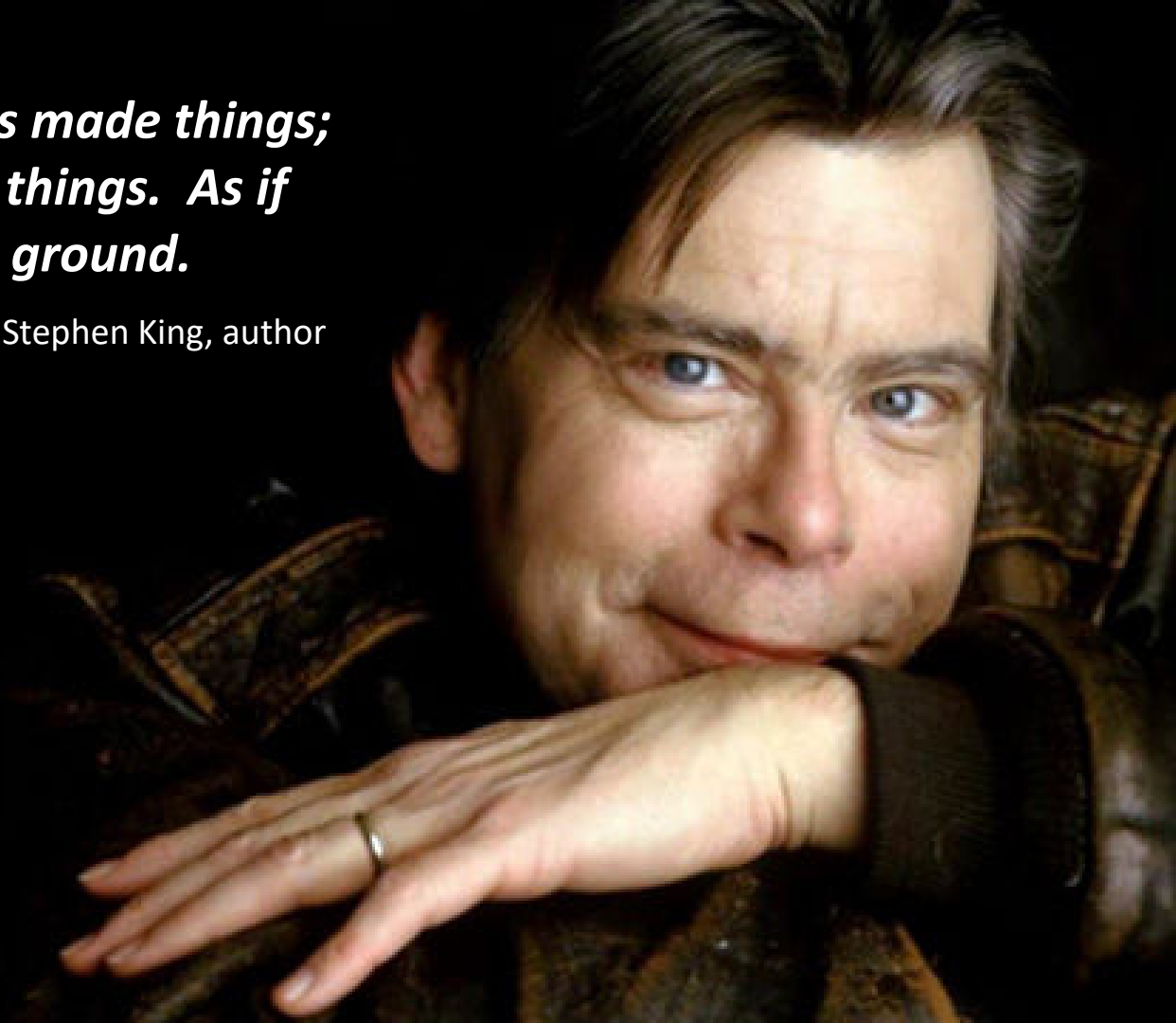
- Who has gotten an amazing result with my product/service/opportunity?
- What are some horror stories of people who could have avoided a terrible situation if they had done/known/had [this] instead
- What problems and frustrations have people had in the past that they no longer have because of my product/service/opportunity?
- What mistakes have people made that resulted in really bad outcomes?

What Should Your Story Include in Order for it to Sell/Persuade

- A Promise of Benefit – Story ads always contain a promise, but it's much less direct
- At Least One Driving Emotion (fear, revenge, anger, approval, pride, accomplishment, significance, obligation to family, etc.)
- One Strong Idea – “It's very risky to shop for a wedding photographer on price alone”
- Address Skepticism and Objections
- One Clear and Certain Solution
- Always Link the Story to a message that will influence and inspire your audience to action
- Only One Purpose/Lesson per story (Don't try to solve world hunger with a single story)

***I never think of stories as made things;
I think of them as found things. As if
you pull them out of the ground.***

~ Stephen King, author



***Nothing Bad
Ever Happens
to a Marketer***



Become a Story Collector

- Attend Company Events
- Customer Stories
- Stories from Your Life
- Stories of Personal Failure
- Parables
- Folktales & Fables
- Stories of Celebrities
- Historical Figures
- Interview People
- Pop Culture (TV Shows, Movies)
- Current Events/Stories You See in the News

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